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SCHOOL OF BUSINESS ADMINISTRATION

BROADCASTING

Broadcast Advertising

Vol. 16 • No. 3

FEBRUARY 1, 1939
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

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Feb. 1, 1939

Leaf from a Historian's Notebook

{AD 2139}

There was at that time (the year 1939) in greater-New York a marketing phenomenon known as Radio Station WOR. It, as its proprietors so quaintly put it, "covered the whole of one and the meatier parts of seven states." Not difficult to understand, its amazing and repeatedly proven power to sell and move people was, curiously enough, either unappreciated or ignored by certain stubborn, but nonetheless important, die-hards called advertisers. Yet, hundreds of such far-sighted people as Colgate-Palmolive-Peet, Borden, General Mills, and more than 73% of WOR's sponsors who were among America's greatest national advertisers, used WOR and repeatedly renewed their time-contracts on that station. We now feel that their use of WOR was one good reason for their being among America's greatest national advertisers. Reading its vast collection of success stories today, one is amazed at the success of advertisers on WOR; at the speed with which it doubled and tripled sales, and its pleasantly persistent coverage of more than 4,250,000 homes with radios. Interesting, but not strange, is the great number of network advertisers who used WOR in addition to their network outlet in New York. They knew that to cover New York without WOR was as futile as to try and scale the Himalayas barefoot.

WOR

XUM

Radio Does *This*, Too

These five patients and the nurse are all smiles as they try out the new wheel chairs at Edgewater and Sinai Hospitals, some of the more than 150 similar chairs given to institutions in seven states this year through the WLS Christmas Neighbors' Club.

Radio listeners throughout the midwest each year contribute year-round joy to hundreds of sick and crippled children through the WLS Christmas Neighbors' Club.

This project, started in 1935, was a means by which listeners, through WLS, might bring Christmas happiness to folks less fortunate than themselves. In the four holiday seasons since, more than $20,000 has been contributed by WLS listeners for this purpose.

With this money WLS has purchased and distributed 353 wheel chairs and 287 radio sets to children's hospitals, children's wards in general hospitals and Visiting Nurse Associations in seven states. The money contributed was used in this manner, because of suggestions from some 150 hospitals, who were asked how it might be used to be of greatest benefit to those in their care. The past Christmas over $6500 was so contributed by listeners and 150 wheel chairs and 7 radios have been distributed.

This is one of several like projects in which WLS and its listeners cooperate each year. WLS is proud of the opportunity to use its facilities for these purposes—and of its loyal listeners who give so willingly to their less fortunate neighbors.

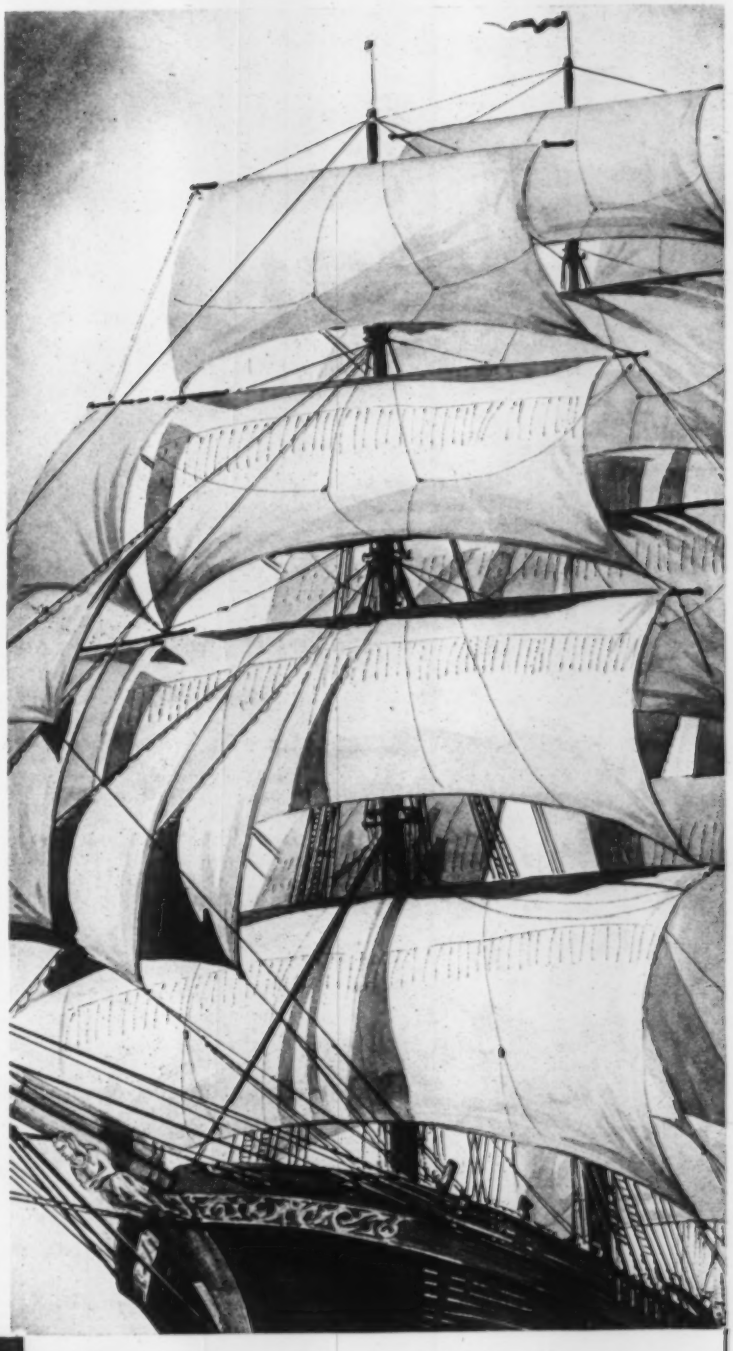
WLS

Represented By:
John Blair & Company
New York, Chicago, Detroit,
Los Angeles, San Francisco

THE PRAIRIE FARMER STATION
Burridge D. Butler, *President* **(Chicago)** Glenn Snyder, *Manager*

FROM EASTPORT TO SANDY HOOK . . .

PILE ON CANVAS



RETAIL sales, savings banks deposits, industrial payrolls — every index shows New England matching the upward trend of other leading markets of the country.

To pull maximum volume from this territory, you want all sails set — a local station in every key spot giving you a direct pull from every quarter.

The Yankee Network's 16 stations assure this pulling power. Each station is situated in the urban shopping center of a prosperous major market region. Pulling together, they provide the most complete radio coverage of this widely-spread, intensely active industrial area, including all cities of 100,000 population or over, and the many in-between cities and towns.

Buy the whole network.

EDWARD PETRY & CO., INC.
Exclusive National Sales Representative

THE YANKEE NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

WNAC	Boston	WFEA	Manchester
WTIC	Hartford	WSAR	Fall River
WEAN	Providence	WNBH	New Bedford
WTAG	Worcester	WHAI	Greenfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn

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XUM

CBS . . . Covers

PEOPLE who live over here consume more cabbage than caviar; enjoy cartoons more than Corots. Steamship companies, art dealers, and couturiers would starve on their patronage . . . and most other industries would swiftly starve without it.

They may not be as "fastidious" as the other side, but they use many times as much soap. They may not know the meaning of the word *gourmet* but they eat much more (and many more) branded food products. They may never have seen a Daimler or Dusenberg but they own and drive millions more automobiles!

In short, they speak "another language," read other publications, enjoy different things than the people on the other side—*with one exception.* Repeated research shows that 94% of them own radios, of which 79% are in use on an average of 5.2 hours daily . . . *tuned to radio programs that hop over railroad tracks, into the home, as easily as they soar over city and county and state lines.*

NOTE ON THE NETWORKS: *More of the country's largest advertisers choose* **COLUMBIA**—*as the fastest "right-of way" to the nation—than any other network. These shrewd judges of advertising facilities have favored the world's largest network consistently since 1934!*

s Both Sides

PEOPLE who live on this side of the tracks know how to pronounce *hors d'oeuvres* and where to buy *le dernier cri*. They hold most of the country's diplomas and passports, hire most of its chauffeurs and maids, wear most of its ermine and pearls. They sit in air-conditioned offices . . . prefer Veuve Cliquot to "Red Ink". . . *Fortune* to "funnies" and Bergdorf-Goodman's to "bargain basements." They're known, familiarly, as "the people other people follow."

They are a rich and special market for cigarettes and soaps, tires and toothpastes . . . the products "everybody" buys. They are the *only* market for products made for their exclusive use and pleasure.

But one thing they share equally with the rest of the country. Repeated research shows that 98% of them own radios; that 78% listen every day, on an average of 4.8 hours, *and respond to the same programs . . . the same news and music and comedy and drama . . . that appeal to the rest of the nation.*

Columbia Broadcasting System

THE WORLD'S LARGEST NETWORK

Remember These Important Facts About Detroit and WWJ

1. Detroit is not only America's *fourth* market in size, but also one of the greatest industrial markets in the world.

2. In addition to being the automotive center of the world, Detroit is also the dynamo behind the nation's great steel, oil and many other key industries.

3. Radio advertisers can cover Detroit effectively and economically with ONE radio station —WWJ—which, according to a listener preference survey made in November, 1938, leads the second station by *more than TWO to ONE!*

4. WWJ is *first* in showmanship, too—a fact proclaimed by the 1938 "Variety" showmanship award.

Make WWJ a must on your Detroit 1939 schedules and watch the sales curves rise

WWJ

America's Pioneer Broadcasting Station

Basic NBC Red Network Station

National Representatives

George P. Hollingbery Company

New York : Chicago : Detroit : Kansas City

San Francisco : Atlanta

RADIO TIME BUYERS

. . . MATCH THIS IF YOU CAN

WDAF Lays Down a Half Milivolt Daytime Signal in 189 Counties in One of the Country's Richest Markets for $18 a Quarter Hour.

That Means Less Than 1 Cent Per 2,000 Potential Listeners.

MATCH THAT IN ANYBODY'S MARKET IF YOU CAN!

WDAF

THE KANSAS CITY STAR

XUM

•••HE RINGS UP *Two Million*

IN DRUG SALES EVERY WEEK

Not a Midas . . . but a business man who makes money for himself . . . *and for you!* That's the druggist "within the Golden Horseshoe" . . . close to five thousand of them in this area blanketed by WJR and WGAR.

Drug store cash registers in this well-to-do spending territory ring up two million dollars in sales every week, over a hundred million in a single year . . . a total business greater than the combined drug sales of Chicago, Philadelphia, Pittsburgh and St. Louis!

Many are the methods for capturing this golden market. Quickest, most economical and effective of all is the telling of your story over the "Great Stations of the Great Lakes". . . WGAR and WJR which give more listeners, more buyers per dollar invested.

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS . . . COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

Vol. 16 No. 3 WASHINGTON, D. C., FEBRUARY 1, 1939 $3.00 A YEAR—15c A COPY

Gross Time Sales $150,118,400 in 1938

Gain of 4.2% Over 1937 Shown in 'Broadcasting' Study Despite Trade Recession; Net Totals $122,890,000

GROSS TIME sales of the broadcasting industry reached a record volume of $150,118,400 during 1938, an increase of approximately 4.2% over the previous high mark of 1937, according to an analysis by BROADCASTING of the year's business released in its 1939 *Yearbook Number* now off the presses.

The 1938 increase represents a slackening in the rate of gains over preceding years due partially to stabilizing trends, particularly with respect to improved balance between commercial and sustaining programs. The increase was accomplished in spite of a serious business recession during the early months of the year and in the face of a general decline in advertising volume as a whole.

Analysis of Industry

The analysis of 1938 revenues was developed for BROADCASTING by Dr. Herman H. Hettinger, of the University of Pennsylvania faculty, a leading economist in the radio field. It is one of two major features in the *Yearbook* covering the economic phases of broadcasting, the other being an analysis of the business structure of broadcasting as a whole based on FCC findings during its 1937 survey released last March. Thus, for the first time, basic data on income by networks and classes of stations and by geographic areas and on payrolls and rates of pay are made available.

In calculating the income of the broadcasting industry for 1938, Dr. Hettinger did not have available the monthly statistics formerly gathered by the NAB which were discontinued in July 1937. The only exact figures available covered the three major network organizations (NBC, CBS and MBS), which make their monthly income figures public, and it was necessary to estimate regional network, non-network and local business on the basis of other original studies undertaken by BROADCASTING.

The survey shows that the 1938 gross of $150,118,400 compares with $144,142,482 in 1937—the latter figure being revised slightly upward from that published in the 1938 *Yearbook* on the basis of more complete data available since its publication.

The national networks, which generally do about half of the dollar volume of the industry, kept close to that proportion in 1938. Combined, their total gross income for the year just ended was $71,728,400, a gain of 3%.

Regional networks were estimated as grossing $3,620,000 during 1938, also gaining 3%. National and regional non-network business amounted to $34,680,000, up 5.1%. Local business aggregated $40,090,000, up 5.4% over 1937.

Comparative tables for 1938 and 1937 by classes follow:

Radio Advertising Gross Time Sales (1938)

Portion of the medium	*Gross time sales 1938*	*1937*
Nat. networks	$71,728,400	$69,612,482
Reg. networks	3,620,000	3,530,000
Nat. & Reg. non-network	34,680,000	33,000,000
Local	40,090,000	38,000,000
Total	$150,118,400	$144,142,482

For the first time since BROADCASTING began presenting its yearly studies of income, net time sales for the year are shown. After deductions of estimated cash and frequency discounts, but not deducting agency commissions, it was found that the industry's net time sales for 1938 amounted to $122,890,000 on the gross of $150,118,400. The gain in net was estimated at 4% over the preceding year.

To this net should be added an additional $15,000,000 roughly estimated to have been the industry's income from talent and program sales. Net time sales during the year are disclosed as follows:

Radio Advertising Net Time Sales (1938)

Portion of the medium	*Net time sales*	*Per cent total*
Nat. networks	$57,880,000	47.0%
Reg. networks	2,970,000	2.4%
Nat. & Reg. non-network	24,380,000	19.8%
Local	37,660,000	30.8%
Total	$122,890,000	100.0%

Approach to Normal

Trends during 1938, the *Yearbook* study adds, "seem to indicate that broadcast advertising is approximating the normal level which it can expect to attain on the basis of its comparative advantages as an advertising medium. If this is the case, any protracted future growth can result only from improvements in broadcast advertising technique or in the nature and efficiency of the available structure. A more effective non-network structure, as far as specialized functionaries are concerned, is a possible development which might result in further long-term growth of radio advertising volume. New program developments and improved copy techniques might increase the efficiency of radio advertising with similar results. More effective retail advertising techniques in radio would be almost certain to increase local broadcast advertising volume. More scientific sale of the medium to all advertisers, including the development of a greater volume of standardized information regarding it—notably a basic concept and measure of station audience value—would be of assistance in the same direction.

Stations Gained About 5%

"In any event hereafter, radio may be expected to be more sensitive to fluctuations in the business cycle than it has been in the past.

"Broadcasting stations of various classes received approximately $86,000,000 from networks and advertisers for the use of their facilities, a gain of about 5% over the preceding year. Stations received in the neighborhood of 70% of the net time sales of the medium, a very slight increase in the proportion received by them in 1937. The relative percentage secured from network, national and regional non-network and local sources remained comparatively unchanged from the preceding year.

"Complete data are not available regarding trends in revenues on the part of various classes of stations, but it would seem as if the most important increases occurred in the case of daytime local stations, high-powered regional stations and unlimited time local stations. Daytime local stations increased their advertising volume between 12% and 15%; high powered regional stations approximately 10%; full-time local stations between 9% and 10%. Un-

(*Continued on Page 86*)

Drawn for BROADCASTING by Sid Hix

"Here's Another FCC Questionnaire—Tell Mr. Blotz to Hire Three More Accountants."

The FCC's Chickens Come Home to Roost—*An Editorial*

AFTER its magnificent four-year buildup of internal turmoil, invective and plain old-fashioned squabbling, President Roosevelt finally had to blow the lid off the FCC. His call for a new Commission and for a new law setting forth policies, is the inevitable result of the disquiet and the quarreling within the Commission and its resultant widespread disrepute.

The proposed new organization—a three-man FCC—may or may not be the ideal structure. Our view, repeatedly expressed, has been that the basic trouble reposed in the makeup of the Commission, not in the law. The President obviously feels that way himself, for the reorganization is the expedient to be employed to wipe the slate clean and make new appointments.

Chairman McNinch, it appears equally clear, is the only present member who is secure. He has been the President's advisor in the new move, and he too manifestly despaired of any hope of bringing order out of the chaos on the board as now constituted.

The two-phase legislative move contemplated is significant. The hope is for speedy amendment of the Act, to make possible immediate personnel changes. Then, weeks later, the Administration plan for writing the new law, and incorporating in it specific policies to guide the revamped Commission, would be taken up in separate legislation. Here lurks the real danger. Any effort haphazardly to rewrite the existing law insofar as broadcasting regulation is concerned might prove disastrous to a nation of listeners and to the industry.

The President and members of Congress have talked freely about writing into the new law definite policies to guide the revamped FCC—policies relating to newspaper ownership, power limitations, station sales, ownership qualifications, network "influence", and the whole crop of controversial issues surrounding radio. Radio moves too swiftly to be encumbered by legislative restrictions that might "freeze" normal development.

Full hearings should be held and all viewpoints considered before the committees of Congress draft final legislation. And the Commission, properly manned, should not be hedged in by legislative barriers which would make it simply an automaton in deciding policies, leaving it no discretionary powers. The industry, through the NAB, should be prepared to present a strong case. Indeed, NAB President Neville Miller already has stepped forward with his proffer of cooperation.

On the immediate issue of reorganization, man power becomes the all-important element. Chairman McNinch is an odds-on bet to be at the helm of the new Commission whether it finally evolves as a three or five-man agency. But his associates should be men familiar with the problems of radio— men who can counsel and administer soundly and sanely without the flair of sensationalism that has been evident in recent years.

The task of molding policy, whether it be basically part of the new law or entrusted to the new regulatory body, involves the welfare of an instrumentality closer to the people than any other mass medium. In this connection, something akin to a new philosophy in broadcast regulation is projected in the report of the FCC committee on new rules and regulations, reported fully elsewhere in this issue, which was released only a few days before the President's statement.

We refer particularly to the thesis that broadcasting is a business, and as such is entitled to reasonable profit, and should be regulated with due regard for sound business principles. This viewpoint, repeatedly advocated by Commissioner Craven, permeates the recommendations of the three-man committee. The report itself obviously is his handiwork, for it reflects the principles he has openly advocated not only as a commissioner but as the FCC's chief engineer. With all of the conclusions and actual rules the entire industry may not agree. But for the underlying theme, that broadcasting is a growingly important industry in the American economy as well as a still developing art, there can only be approbation.

It appears possible, as things stand now, that there will be a new FCC before final action can be taken on these proposed new rules. If there should not be, the Commission could do lots worse than string along with the Craven report's fundamental concepts of radio as an industry. On the other hand, if the change should occur, Congress would do well to use these findings and conclusions as a basis for its consideration of new policies to make for sounder regulation of an art and industry whose usefulness and excellence is unquestioned.

Democrat, who has been under fire because of his purported "ex parte" handling of the $1,500,000 AT&T investigation, and Norman S. Case, former Republican Governor of Rhode Island, who has been inclined to side with Commissioners Craven and Payne. Commissioner Case was renominated for the FCC recently by the President, and is awaiting Senate action on confirmation, but that was before the reorganization proposal developed.

Indicative perhaps of Chairman McNinch's attitude was his last move Jan. 25 before departing for the University of North Carolina to deliver a Jan. 26 radio address when he appointed Commissioner Brown as acting chairman until his return Jan. 30.

President Starts Things Moving

President Roosevelt started the drive toward the new machinery Jan. 23 with a joint letter to Senator Wheeler and Rep. Lea. In it he said he was "thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission" and had "come to the definite conclusion that new legislation is necessary to effectuate a satisfactory reorganization of the Commission."

This came following a Sunday conference Jan. 22 at the White House with Chairman McNinch. On the preceding two Sundays, it was learned, the chairman had also conferred on the whole broad subject with the Chief Executive.

The President followed up his letter at his Jan. 24 press conference. Avoiding the personnel issue, aside from his intimation that Chairman McNinch is to be the central figure in the new drive, he said the principal difficulty has been that the existing law does not deal with broad policy questions, such as newspaper ownership, license transfers, power limitation, liability for libel and slander, alleged network dominance, and as a matter of fact, the whole gamut of controversies that have all but consumed the Commission's time. He passed on to Congress the job of treating with these problems.

Newspaper Ownership

Newspaper ownership of stations is a focal issue. Quiescent for some months, it is known nevertheless that the President looks askance upon the steady increase in newspaper acquisition of stations; the total number of stations identified with publisher-ownership as of Jan. 1, last, was 238 [BROADCASTING 1939 Yearbook]. The bulk of the nation's newspaper circulation has been anti-New Deal, and New Dealers have relied largely upon the President's prowess as a radio orator to win and retain public support. The "fireside chat" technique has been employed avowedly at times to combat editorial attacks.

HATCHING the plan for reduction of the FCC from seven to three men are Chairman Frank R. McNinch of the FCC (left) and Senator Wheeler, who will introduce the bill, photographed in the latter's office Jan. 25.

Mr. Roosevelt's Views

The President said he thought newspapers would be better satisfied if they knew where they stood on the ownership issue. Around Capitol Hill the feeling is that while the Administration would hardly seek to force divorcement of newspapers from their present station ownership, it would like to see the acquisition pace slowed down, or possibly even blocked altogether. The new legislation will state policies along that line, if the Administration has its way.

Meanwhile, resolutions were introduced in the House Jan. 25 by Reps. Wigglesworth (R.-Mass.) and Connery (D.-Mass.) for investigation of the FCC and of the industry, and were promptly referred to the Rules Committee. Efforts along the same line for a far-reaching House select committee investigation have been defeated at the last two sessions. With the Administration behind a reorganization drive of its own little chance for passage of these resolutions is seen.

After Chairman McNinch conferred Jan. 25 with Senator Wheeler, an impromptu press conference was held in the Senator's office. Mr. Wheeler explained that Chairman McNinch would draft a bill on reorganization providing for a three-man Commission, and that every effort would be made for its prompt introduction and passage.

(*Continued on Page 82*)

Roosevelt Moves for Three-Man Board

By SOL TAISHOFF

Proposed Legislative Program Would Reduce Membership Quickly and Later Rewrite Regulatory Policies

DESPAIRING of any hope of "cleaning up" the FCC, with its present personnel, President Roosevelt personally has set in motion machinery which would reduce it to a three-man board. Only Chairman Frank R. McNinch, who fostered the drastic move, appears secure.

A two-phase legislative program has been decided upon by the President, Senator Wheeler and Chairman McNinch. The first, to be executed as quickly as possible, would simply amend one section of the existing law by reducing the membership from seven to three men. The second, to come about within two months, would propose rewriting the entire law by laying down policies to guide the new administrative body on practically all of the controverted issues now existent.

Chairman McNinch, following conferences Jan. 25 with Chairman Wheeler and Lea of the Senate and House Interstate Commerce Committees, said he would have his proposed draft of the reorganization bill ready the following week, or about Feb. 1. Immediate steps would be taken for its passage, and even hearings would be sidestepped if possible. The full hearings on the writing of a new law would come with the later consideration of the complete new bill.

There is no idea of separating the Commission's functions. It would remain as the FCC. The plan is simply to wipe out the existing order, and substitute a smaller group, which the President and his conferees believe will be more workable.

Opposition Seems Likely

Despite the Administration plan for haste, Chairman Lea said he feels certain introduction of the bill will bring about an immediate investigation, at least before his committee. Members immediately will want to ferret our reasons behind the drastic move, and why it is necessary or desirable to reduce the size of the Commission and how it would be in a position to perform the duties more efficiently than the existing Commission.

Rep. Lea said that while his committee would consider the legislation after introduction, there would be delay because of the pendency of railroad legislation and other matters. He therefore passed the ball to the Senate for initial consideration. Other repercussions on Capitol Hill [See story on page 83] augured for hearings on the reorganization bill and a fight before action is taken.

Senator White (R-Me.), perhaps the best informed legislator on communications in Congress, stated Jan. 26 he felt hearings should be held. He is a member of the Interstate Commerce Committee, and is expected to press that point.

Even though Chairman McNinch is the guiding spirit of the movement, rumors nevertheless prevailed that he intended to retire as soon as the reorganization phase was completed. Frail health is assigned as the basis. When the North Carolinian was appointed by the President, it was with the understanding that he later would return to the Federal Power Commission. The latter agency, it is reported, also is in the throes of internal dissension. Mr. McNinch's post as chairman of the Power Commission has never been filled.

Whether the new FCC membership would be selected from existing personnel is pure speculation at this time. If the plan materializes as contemplated, all seven commissioners automatically would be retired. On the three-man board would be two Democrats and one Republican. Also affected would be the secretary, assistant secretary, chief engineer, general counsel, chief accountant and their respective assistants, all of whom are appointed by the Commission itself without regard to civil service.

With Chairman McNinch in the saddle, it is hardly expected any of these non-civil service appointees now on the staff, with the possible exception of Secretary T. J. Slowie, would be immediately affected. It is understood most of the executive heads have been reassured on that point. In the case of Mr. Slowie his relations with the chairman have not been particularly harmonious of late.

Because Chairman McNinch is the key figure in the new developments—the most significant since the writing of the Communications Act of 1934—his views on personnel doubtless will carry weight with the President.

Chairman McNinch has leaned most heavily on Commissioner E. O. Sykes, Democratic charter member of the original Radio Commission, and upon Commissioner Thad H. Brown, Republican, second in length of service. He regards both highly, and it is surmised he would be inclined to recommend that they be carried over to the new agency.

Status of Others

Commissioner T. A. M. Craven, radio engineer, former naval officer, and the only member who has had practical experience in radio and communications, has not seen eye-to-eye with Chairman McNinch on many policy issues. He was appointed along with Chairman McNinch in 1937 to help in the task of "cleaning up" but got off to a bad start on administrative and personnel matters, and became a chief factor in the "split" with the McNinch majority.

Definitely slated to go apparently would be George H. Payne, erstwhile stormy petrel of the board, who in no small measure is regarded as responsible for much of the acrimony and conflict within the FCC, and who has been consistently at odds with McNinch, as he had been with the late Chairman Prall; Paul A. Walker, Oklahoma

PRESIDENT ROOSEVELT'S LETTER
To Senator Wheeler and Representative Lea

"Although considerable progress has been made as a result of efforts to reorganize the work of the Federal Communications Commission under existing law, I am thoroughly dissatisfied with the present legal framework and administrative machinery of the Commission. I have come to the definite conclusion that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission.

"New legislation is also needed to lay down clearer congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them.

"I very much hope that your committee will consider the advisability of such new legislation.

"I have sent a duplicate of this letter to Chairman Lea of the House Committee on Interstate and Foreign Commerce, and I have asked Chairman McNinch of the Commission to discuss this problem with you and give you his recommendations."

Two Committees of Congress Must Act on FCC . . .

SHAPING of new legislation to govern broadcasting, in line with President Roosevelt's important move of Jan. 24, devolves principally upon two committees of Congress—the Senate Interstate Commerce Committee and the House Interstate & Foreign Commerce Committee.

Legislation, in all likelihood, will originate with the introduction of identical bills by Chairman Wheeler and Lea of the respective committees, based on drafts submitted by FCC Chairman McNinch. These first bills would deal only with reorganization of the Commission per se, providing for three instead of seven members.

Whether there will be hearings before the committees in connection with the first bill, slated for introduction within a week or 10 days, is problematical, though the thought was expressed that such a measure might be given only cursory consideration in committee with the objective of rushing it through. Detailed hearings, at which information would be sought on the "substantive" policies suggested by the President, unquestionably will be held on the second bill. It is expected the Senate Committee first will undertake the hearings, particularly since it is a smaller body and since several of its members such as Wheeler, White, Gurney (former operator of WNAX, Yankton, S. D.), Bone and Reed are familiar either with communications or with utility regulation. The committee memberships are as follows:

SENATE INTERSTATE COMMERCE COMMITTEE: *Democrats* — Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Matthew M. Neely, West Virginia; Homer T. Bone, Washington; Vic Donahey, Ohio; Sherman Minton, Indiana; Harry S. Truman, Missouri; C. O. Andrews, Florida; Edwin C. Johnson, Colorado; Harry H. Schwartz, Wyoming; Lister Hill, Alabama; Ernest Lundeen, Minnesota; Tom Stewart, Tennessee. *Republicans*—Wallace H. White Jr., Maine; Warren R. Austin, Vermont; Henrik Shipstead, Minnesota; Charles W. Tobey, New Hampshire; Clyde M. Reed, Kansas; Chan Gurney, South Dakota.

HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE: *Democrats*—Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; William P. Cole Jr., Maryland; Edward A. Kelly, Illinois; John A. Martin, Colorado; Herron Pearson, Tennessee; Lyle H. Boren, Oklahoma; Martin J. Kennedy, New York; Elmer J. Ryan, Minnesota; Charles L. South, Texas; James P. McGranery, Pennsylvania; Donald L. O'Toole, New York; Luther Patrick, Alabama. *Republicans*—Carl E. Mapes, Michiban; Charles A. Wolverton, New Jersey; James Wolfenden, Pennsylvania; Pehr G. Holmes, Massachusetts; B. Carroll Reece, Tennessee; James W. Wadsworth, New York; Charles A. Halleck, Indiana; Oscar Youngdahl, Minnesota; Carl Hinshaw, California; Clarence J. Brown, Ohio.

AFRA Strike or Boycott Seems Certain

Shutdown of Nets From Walkout Unlikely

By BRUCE ROBERTSON

THE QUESTION of whether or not there's going to be a strike of talent on network commercial programs is no longer a question.

As BROADCASTING went to press Jan. 27, the American Federation of Radio Artists insisted "There is going to be a strike." The question was how soon the strike would be called, whether it would assume widespread proportions wiping network schedules clean of commercial programs or whether it would turn out to be merely a boycott of a handful of agencies, affecting only a few programs. The third course, in the view of qualified observers, was the most likely.

On Jan. 24 AFRA sent to every advertising agency placing network programs a copy of its Code of Fair Practice [reviewed in detail in BROADCASTING, Dec. 15] with a curt note asking anyone caring to sign to come to AFRA headquarters and the suggestion that this be done "immediately". Asked to define this term AFRA spokesmen said that a "reasonable time" would be given for agencies to accept the code, but that it would not be "very long". At the conclusion of this period, it was stated that all AFRA members would be ordered to stop work on all network programs handled by agencies which have not signed the code.

No Warning Likely

How much warning will be given AFRA officials declined to say but among members of the talent union the belief was common that when the strike is called it will be effective immediately, without any advance notice.

While it may deprive listeners of some of the most popular programs, the strike will not cause any shutdown on the part of the networks, which have contracts with AFRA covering sustaining artists. In fact, since they will be forced to employ a good many additional actors and singers to fill the vacancies left by the departing commercials, the networks will in a sense be supporting the strikers. Such a contingency was undoubtedly considered by AFRA last year when it concentrated on securing from NBC and CBS these contracts for sustaining programs before going ahead with their negotiations with the Agency Committee.

Events have moved rapidly since the withdrawal of AFRA from further negotiations with the Agency Committee on Jan. 10 and the calling of membership meetings of AFRA locals in network key cities on Jan. 12 [BROADCASTING, Jan. 15]. On Jan. 17 Actors' Equity Assn., Chorus Equity, the Screen Actors' Guild and the American Federation of Actors agreed to back up AFRA in any action it might take by refusing to allow their members to work on any commercial program from which AFRA had withdrawn its members. At four AFRA local meetings, on Jan. 19 in New York, Jan. 20 in Chicago, Jan. 21 in Los Angeles and Jan. 22 in San Francisco, the radio talent voted unanimously to "cease work immediately when a strike call is issued in the field of commercial network broadcasts against any agencies, producers of others and on any programs and at any time."

Wrigley Signs Quickly

While these meetings were in progress, one sponsor took prompt action to insure the continuance of his programs on the air. P. K. Wrigley, head of the Wm. Wrigley Jr. Co., Chicago, currently sponsoring two programs on CBS for Wrigley's gum, called Emily Holt, AFRA executive secretary, to voice his approval of the code and his intention of signing. Within the hour AFRA executives in Chicago had secured the signatures of Mr. Wrigley, as a producer (sponsors are not being signed as such), and of the agencies placing the Wrigley programs, Frances Hooper Adv. Agency and Neisser-Myerhoff. As this is written, these are the only agencies to accept the AFRA code.

Meanwhile three other agencies, Young & Rubicam, Compton Advertising and McCann-Erickson, have sent letters to actors employed on network programs placed by their clients, enclosing copies of the report of the Agency Committee [BROADCASTING, Jan. 15] and pointing out that the committee's proposals were for minimum, not standard, wages, and that none of these three agencies has any intention of reducing salaries to those minima.

Compton also sent a letter to all stations carrying spot radio business from this agency, provisionally canceling this business as of Feb. 4. Signed by Murray Carpenter, the letter states that "it is not the purpose of this cancellation to request that you cease broadcasting our spot announcements or programs. We simply desire to protect ourselves in case circumstances beyond our control make it necessary for us to cease spot broadcasting. In other words, this cancellation does not become effective until further confirmed by us."

Cancellation will become effective if AFRA strikes against Compton before Feb. 4; for spot announcements only if preceding and following network shows are taken off the air because of a strike; if any AFRA action makes continuation of the spot series "impossible, impractical or undesirable"; if terms of any agreement negotiated by the agency and AFRA should have a like effect. After Feb. 4 Compton states that "our spot advertising is to be considered on a day-to-day basis, subject to cancellation at any time on an hour's notice."

If Radio Goes on Strike

Rube Goldberg in New York Sun

Frank Hummert, vice-president of Blackett - Sample - Hummert, leading buyer of network time for which it spent $9,093,125 in 1938, announced that he is "definitely in favor of a reasonable and economically sound wage scale that will assure the continued employment of actors," and that he has requested Air Features, production firm which employs all actors used on programs sponsored by clients of the agency, "to negotiate with the actors towards maintaining and strengthening cordial relations." Air Features, he said, "has had no participation in negotiations of the AAAA with AFRA because it is an independent production unit handling all talent problems and is not classified as an advertising agency."

Watchfully Waiting

Saying that he favors a sum exceeding that recommended by the AAAA, which proposed a $50 minimum for five appearances in 15-minute serials, including two hours rehearsal time, Mr. Hummert pointed out that actors employed by his agency in New York are paid not less than $59.57 per week, with only an hour-and-a-quarter rehearsals. Regarding the AAAA suggestion of $5 as the minimum "bit" price, he stated that the Blackett - Sample - Hummert minimum is $11.87 per show. Mr. Hummert's statement created something of a sensation, as his agency is generally considered to be a major target of AFRA's drive for higher wages for its members.

For the most part the agencies are neither taking nor planning any definite action, but are watching and waiting to see what develops, in the meantime sounding out their clients as to their attitude on the situation. Most agency radio executives fear a strike chiefly because those advertisers who must advertise consistently, food and drug advertisers particularly, would immediately jump into other media if they were barred from the air by a talent strike, and they might be hard to entice back into radio when the strike was over.

Many agency men admitted frankly the actors have legitimate complaints against certain more-or-less standard practices, such as unnecessarily long rehearsals, but the general feeling was that these things could have been, or could still be, worked out over a conference table, and that AFRA had used more haste than wisdom in breaking off negotiations.

ANA Dissatisfied

While the Association of National Advertisers has taken no official action as yet, a group of about 40 leading sponsors have been holding daily meetings in New York during the past week to consider the problem. The stand consistently taken by most advertising agencies, that they are not in fact principals in the employment of talent and that they can take only such steps as may be authorized by the advertisers they represent, puts the responsibility of finding a solution up to the advertisers to a large extent.

While no official statement has been issued from the meetings it is understood there have been many expressions of dissatisfaction from advertisers that they were not brought into the controversy at an earlier stage by their agencies, if the agencies are going to pass the buck to them at the finish.

AFRA is refusing to accept any argument that the advertising agency is not the proper party for the union to approach. The union's stand is that regardless of the relationship between agency and advertiser it is the agency that hires and fires talent employed on commercial shows and that only in rare instances does an artist employed on a commercial program ever come into contact with the sponsor.

On this question, one agency executive who disagreed with the majority, told BROADCASTING that he saw no reason why, as long as he signs contracts for his clients with the networks for time, he should feel unable to sign contracts for talent with AFRA, adding that while he is not in entire agreement with all of the provisions of the AFRA code, neither is he completely reconciled to all of the terms in a network contract.

Second major objection the agencies have to accepting the AFRA code is the "AFRA shop" provision which prohibits the employment of any talent on commercial programs except AFRA members. However, AFRA agrees to accept as members any artists the agency may wish to employ. Pointing out that this provisional shop arrangement might easily become a closed shop which would be a hindrance to any attempt to provide new and different entertainment for the radio audience, the agencies say this provision may also prove a handicap for young, unproved artists who are trying to break into radio.

The same argument is advanced in connection with the AFRA scale, that with such high minima the agencies and producers will tend to accept only experienced performers and will not have any incentive to use untried talent, whose

services now may be obtained at a cost below that of the more experienced actors. The point has also been raised that, if the wage scale proposed by AFRA should have the effect of increasing the costs of advertising on the air beyond the point where they produce a profitable return to the advertiser on the basis of his expenditure, then he will turn from radio to other advertising media, leaving the radio talent with no employment at any price.

AFRA's rejoinder to this argument is that the classic answer of all employers to the demands of labor for more money or shorter hours or better conditions is that granting these demands would force him out of business and his employes out of work. However, some agencies insist that if the AFRA code goes into effect it will cause a careful scanning of all script shows to eliminate incidental characters as much as possible and in many cases will reduce casts of five or six to two or three characters.

Doubling Clause

To meet agency objections that the minimum of $185 a week for the least important members of five-a-week quarter-hour programs set by the AFRA scale (figured as follows: $15 a performance, plus $12 for two hours rehearsal, plus $10 for the rebroadcast, equaling $37 daily or $185 weekly) was entirely out of line for bit parts, AFRA added a rider to its code before sending it to the agencies for signature which reads:

"Limitation of Doubling: An actor shall be permitted to double one part and one unidentified voice without additional compensation."

This, according to AFRA, should enable the use of incidental characters in script shows without any tax on the sponsor. AFRA further points out that the code includes a special provision for dramatized commercials, such a commercial on a quarter-hour show carrying a fee of $15 which includes a 15-minute rehearsal without extra charge, and a rebroadcast fee of $7.50.

By and large, however, most agencies place the monetary considerations as of secondary importance, pointing out that it will make little difference in their present expenditures. At this writing, the AFRA shop appears to be the chief stumbling block in the way of an agreement, with both sides standing pat on their demands. A person who has had an active part in the negotiations throughout, however, told BROADCASTING that in his opinion if either side were assured of the acceptance of its minimum scale it would probably be inclined to waive its stand on the AFRA shop question.

As soon as the situation became tense Charles J. Post, arbitration commissioner of the U. S. Department of Labor, was asked by Secretary Frances Perkins to investigate and to keep her informed on the progress of negotiations. Mr. Post has discussed the matter with the advertiser, agency and artist organizations, but he has not been asked to act as mediator. Such a request, it was learned, would have to come from AFRA, under the law, as at present AFRA is not

(*Continued on Page 76*)

Network Use of AP Reports On Sustaining Basis Likely

A SUGGESTION that the Associated Press make its news service available to NBC and CBS for use on daily sustaining news broadcasts, to replace the service formerly received from the Press Radio Bureau, is being considered by officials of AP and the networks, BROADCASTING is reliably informed. While the story could not be confirmed at the headquarters of either the press association or the two networks, neither was it denied.

According to BROADCASTING'S informant the networks will use the AP service in the former Press Radio Bureau spots for two five-minute news periods daily and also for special bulletin service. The task of processing or rewriting the news for radio will be handled by the networks themselves instead of by a special clearing house such as Press Radio Bureau.

Details have not yet been worked out but unless some unforeseen contingency arises the service is said to be assured and will probably go into operation in the near future.

BROADCASTING'S informant said that while the idea had been broached at several recent meetings of these executives, such a service has as yet neither been officially offered by the press association nor requested by the radio networks and that there has been no discussion of cost.

For the networks, this would solve the problem of obtaining the three-way news service lost when they ceased using Press Radio news on Dec. 24. News from United Press and from International News Service the networks already have purchased from these organizations which long ago made their news available to radio stations as well as newspapers. Associated Press, which is mutually owned by its member newspapers, does not sell news for broadcasting, however, voting down a proposal to do so as recently as last spring at its annual convention.

Had Supported Bureau

The Press Radio Bureau, which was established in 1934 under the auspices of the American Newspaper Publishers Assn., as a means of keeping the broadcasters from forming their own news-gathering organizations, was set up as a non-profit organization to supply news from AP, UP and INS, which the networks could broadcast as a sustaining service but could not sell to advertisers. Cost of the bureau was underwritten by NBC and CBS and a small additional revenue was obtained from sale of the service to individual stations.

Reason for the concerted action of NBC and CBS in stopping the service has never been announced, although it is generally ascribed to a difference of opinion between the networks and James W. Barrett, Bureau manager, as to ownership and financial policy. Whatever the cause, the networks discontinued broadcasting Press Radio news bulletins on Dec. 24 and on Jan. 7 withdrew their financial support.

Although it was reported that Barrett was about to take legal action to compel the networks to continue supporting the Bureau until April, the full year for which the service was extended at the last ANPA convention, no such suits have been filed.

AAAA's Counsel

DISCOVERY that George Link Jr., counsel for the AAAA, who has been sitting in on the conferences between the Agency Committee and the AFRA Committee during the last year, is also vice-president and general counsel for Charles E. Bedaux Co., industrial engineers, whose system of cutting costs by increasing the work of each employe has won them the opposition of organized labor, has just been made by AFRA officials, who say that the Bedaux "stretch-out" system certainly worked beautifully on them.

Mexican Cabinet Shift Halts Pact

SUDDEN resignation of the Mexican Minister of Communications, Francisco Mugica on Jan. 23, along with other high officials of the cabinet, appears to have disrupted temporarily negotiations looking toward administrative acceptances by Mexico of the North American Broadcasting Agreement, according to advices reaching the State Department.

Gen. Mugica, the Department had been previously advised, had the treaty under consideration with the outlook for adoption by administrative agreement considered favorable. On Jan. 24, President Cardenas announced appointment of Melquiades Angulo, an engineer, as Gen. Mugica's successor. He formerly served as Secretary of Communications. Because the new Minister is an engineer, it was felt he would favor compliance with the treaty allocation terms by administrative agreement, as had been proposed.

The FCC, through diplomatic channels, is being kept posted on the negotiations in Mexico City. The treaty, entailing a reallocation of broadcasting facilities among the four principal nations of the North American Continent [BROADCASTING, Jan. 15], already has been ratified by the United States, Canada and Cuba and only Mexico's endorsement is needed to make it operative one year from that date.

RCA-NBC Television Gets Favorable Response in Capital

TELEVISION goes on tour as the RCA-NBC field crews brought their sight-and-sound trucks to Washington for a series of demonstrations starting Jan. 27, the first to be given outside New York City. The press, government officials, diplomats and others were invited to view images on six experimental RCA receivers set up in the National Press Club, which received their signals via ultra-shortwaves from two mobile television units located at the Dept. of Agriculture Bldg. a half mile away. Above photo (left) shows field crew at that location; left to right: Ross Plaisted, Harold See, G. F. Hettich and Stanley Peck. Right photo shows Harold See, in charge and Fred Shawn, assistant manager of WRC and WMAL. Reaction to the demonstrations was uniformly favorable, with crowds of hundreds of invited guests viewing the images and pickups each day for five days.

Canadian Broadcasters Adopt Plan for Publicity Campaign

Little Change in Present Public-Private Setup Indicated in Convention Speech by Murray

By JAMES MONTAGNES

A PUBLICITY campaign showing what private Canadian broadcasters are doing, but not knocking the Canadian Broadcasting Corp., was voted at the fifth annual meeting Jan. 23-25 of the Canadian Association of Broadcasters at Toronto. The campaign will include talks over each CAB member station, canvassing of Parliament on how it stands on a privately-owned broadcasting system as against a publicly-owned system, and efforts by stations to elect to Parliament their own slate of members, similar to editorial slate selection as in use on daily newspapers.

The publicity committee is headed by Al Leary, CKCL, Toronto; with Phil Lalonde, CKAC, Montreal, and Harry Sedgwick, CAB president, CFRB, Toronto. The broadcasts for CAB member stations will be written by J. Collingwood Reade, CFRB, Toronto, commentator.

Round-Table Committee

The CAB also appointed a Canada-wide committee of ten to discuss at a round-table conference with the board of governors of the CBC in Montreal in March the CBC regulations, most of which private broadcasters feel are unjust. Private broadcasters will urge changes which will allow price mention, evening use of transcriptions, and private networks.

At present all network programs must be CBC approved, with the result that a good many are not able to go network. The committee which will see the CBC board is headed by Harry Sedgwick, CAB president, chairman; George Chandler, CJOR, Vancouver; Gordon Love, CFCN, Calgary, Alta.; J. N. Thivierge, CHRC, Quebec; H. R. McLaughlin, CJRC, Winnipeg; E. T. Sandell, CKTB, St. Catherines, Ont.; W. C. Borrett, CHNS, Halifax; K. S. Rogers, CFCY, Charlottetown, P. E. I.; H. Dawson, CFRB, Toronto; F. H. Elphicke, CJCA, Edmonton.

Glen Bannerman, president of the Association of Canadian Advertisers, told an open meeting of the CAB that networks ought to be expanded; that there should be more than one national network, "for the time will come when the CBC will have sold all the network time they feel they can sell", and then other advertisers will not be able to sell their product on national nets." From the advertisers' standpoint, he said, in the past two years since the CBC has come into the broadcasting picture, confidence has been restored to a considerable extent in the advertisers' mind regarding radio in Canada.

He suggested that public opinion would favor the commercial sponsorship of commentators, as in the United States. Brought on by recent Canadian events and a furor in the press about a "ban on free speech by the CBC on the air", he stated that in his opinion the public felt that round-table discussions on public questions now run by the CBC were biased in favor of the government now in power.

Commercial sponsorship of commentators would give such public questions an unbiased view in public opinion, he added. (The CBC recently made a regulation that such sponsorship of commentators could not be allowed, following the use of Beverley Baxter of London, England, on General Motors broadcasts this past season.) Advertisers, Bannerman also reiterated, must feel that the broadcasters were playing fair with every advertiser on rates and discounts.

Major W. M. Gladstone Murray, CBC general manager, appeared before the open session of the CAB, and stated that his job is to build a publicly-owned and a privately-owned radio system side by side in Canada, a statement which once more reassured broadcasters and advertisers present there would be little change in the Canadian broadcasting picture in the coming year, since this is the job he set out to do when he took on the CBC, and advertisers feel a growing confidence in the broadcasting picture.

C. M. Pasmore, president of the Canadian Association of Advertising Agencies, urged more standardization of rates by all stations, to aid advertisers in buying time.

Seek Coverage Data

The CAB passed the technical report on the Havana conference [BROADCASTING, Jan. 1] tabled by the technical committee. It appointed Mr. Lalonde chairman of a committee to collect coverage data and data on the volume of radio advertising in Canada. Arthur Evans, CAB secretary, was appointed to investigate the consumer cooperative movement and its effect on radio in the Dominion. The president and directors were appointed to look into the problem of copyright fees. The CAB wants to be able to discuss with the Canadian Performing Rights Society and the Copyright Appeal Board a long-term policy in regard to the collection of fees. It is understood by the CAB that the 1940 fees will also likely be collected on an 8-cent-per-set basis, but after that the Copyright Appeal Board may listen to the CPRS, and allow a raise. Therefore the CAB would like to make a three or five-year term with the CPRS on an increased basis after the 1940 fees have been settled. The CAB feels that a 10-cent-per-set basis will be fair, divided equally between the CAB and the CBC.

The CAB financial statement showed the collection of $12,990 in membership fees. There is no expectation of increased fees for the coming year, although there will be added expenses in connection with the publicity campaign.

For the fifth year Harry Sedgwick, CFRB, Toronto, was elected president, with Gordon Love, CFCN, Calgary, as vice-president; F. H. Elphicke, CJCA, Edmonton; H. R. McLaughlin, CJRC, Winnipeg; Phil Lalonde, CKAC, Montreal; H. Gooderham, CKCL, Toronto, and W. C. Borrett, CHNS, Halifax, as directors. T. Arthur Evans was re-elected secretary-treasurer.

The meeting was attended by 53 broadcasters, representing most of the 57 member stations from Vancouver to Halifax. More United States transcription representatives were present this year than ever before, and most of those present, aside from broadcasters, were from the United States. CKCL and CFRB provided a dinner and entertainment attended by 115 in the industry.

Standardized Rates

Rate standardization to apply on all Canadian stations, private and publicly owned, is to be worked out during the coming year, it was decided at the closing closed session Jan. 25. President Sedgwick and Secretary Evans, will discuss with the CBC a method of rate standardization for the publicly-owned stations of the CBC, while regional CAB groups will also discuss during the year how to standardize rates. Advertisers and agencies are insistent that this be developed soon, to enable better quoting of time on group campaigns.

In preparation for the discussion with the CBC board of governors, now set for March 20 or 21 in Montreal, the committee decided to circularize all members for their opinions as to what regulations should be changed. The directors will also draw up regulations that require renovation and what the CAB would like the CBC to do in the matter of new regulations. This information will then be compiled and set up by the committee a few days before the meeting in Montreal. Counsel will be appointed to aid the CAB committee to present from a legal angle the CAB views for French and English speaking audiences. The CAB committee will go before the CBC to discuss broadcasting on a partnership basis.

M. M. Elliott, general sales manager of the Canadian Marconi Co., Montreal, was host at a cocktail party to all delegates of the NAB convention. H. R. Carson and Guy Herbert, of All-Canada Radio Facilities Ltd., gave a cocktail party to all delegates.

Seek Regulatory Change

That broadcasting would be in a better position without CBC regulation was the opinion of most broadcasters interviewed. They believed the CBC should be replaced with a regulatory body similar to the FCC in the United States; that there should be private networks allowed; that national network advertisers would be willing to pay card rates of individual stations for national nets rather than the special CBC national network rates which are about half the card rate of the stations on the network. Private broadcasters would be doing more business, it was generally agreed, if they were not hemmed in by the CBC regulations and the continual checking of advertising continuity. The gathering was generally in fa-

(*Continued on page 87*)

Shirtsleeve Delegate

ANYONE who did not know L. F. Knight, CFLC, Prescott, Ont., before the CAB convention, knew him when the convention broke up. For two days Knight attended closed sessions in his shirt sleeves, the only delegate who decided the work required shedding his coat. At the CAB banquet Jan. 23, and in the lunch rooms of the Royal York Hotel, he appeared in a brown and plaid smoking jacket, which investigation showed belonged to Jack Beardall, CFCO, Chatham, Ont. Reason: Knight burned a hole in the sleeve of his coat the first day he landed in Toronto. Hotel tailors took a long time mending it.

NEW CAB OFFICERS include (seated, l to r), Gordon Love, CFCN, Calgary, vice-president; Harry Sedgwick, CFBR, Toronto, president; T. Arthur Evans, secretary-treasurer. Standing, Maj. W. C. Borrett, CHNS, Halifax, director; Henry Gooderham, CKCL, Toronto, director.

Crosley Marketing Finch Facsimile

Offers 'Reado' Home Set, WOR Starts Daytime Schedule

ANNOUNCEMENT that Crosley Corp. is placing a facsimile receiver on the market marks a new stage in the development of radio transmission of printed matter and pictures. A year ago facsimile left the laboratory and entered an experimental phase, with some 15 broadcasters authorized to utilize the early morning hours when their stations are normally off the air to broadcast facsimile images. But since the few receivers in use were mostly in the hands of engineers and station executives, few if any members of the general public were aware that anything was going on.

Now, however, Powel Crosley has pushed facsimile out into full view of the public eye and, in presenting a new form of entertainment to the public, he has also presented to the broadcasters the task of making facsimile interesting enough to keep the public entertained, once the novelty value has worn off.

Dealer Attraction

In announcing this new addition to the Crosley line of radios, refrigerators, ranges and other household devices, now being shown to the trade at dealer meetings throughout the country, the manufacturer is careful to make no prophecy as to the commercial future of this item. At the New York meeting, held Jan. 22 with some 1,500 dealers present, the receiver was presented primarily as a display attraction that would bring people into the stores of Crosley dealers.

The demonstrator said that a set displayed in a Cincinnati hotel for three weeks was still attracting so much attention in the third week that several ushers are required to handle the crowds. He also explained that a set in a store window could be operated from a record played on a sending machine in another part of the store, so that the display need not depend on a facsimile broadcast being on the air.

Called "Reado", the Crosley receiver is priced to retail at $79.50. The machine, manufactured under W. G. H. Finch patents, is housed in a wooden cabinet that conceals the apparatus. The pictures and printed matter are reproduced in black on a greyish paper two columns wide. During the demonstration the dealers were also shown a facsimile scanning device with copy being scanned, its lights and shadows changed into electrical impulses and sent by wire to W2XUP, WOR's new ultra-high frequency station 45 stories above Times Square, and broadcast from there to be received by the 'Reado' on the stage.

J. R. Poppele, chief engineer of WOR, gave a brief nontechnical explanation of facsimile broadcasting and stated that after a year of experimenting with this new kind of broadcasting he believed that facsimile has a greater public acceptance value today than did radio in 1922, when the owners of WOR started the station purely for its publicity value as a novelty. He announced that, beginning Jan. 25, WOR would supplement its daily facsimile broadcasts from 2 to 4 a. m. with an equal daily period between 2 and 4 p. m. to insure material for the purchasers of the new 'Reado' sets to receive.

The early morning broadcasts will continue from WOR's 50,000-watt transmitter on 710 kc., but the afternoon broadcasts will come from W2XUP on the 25.7 megacycle channel. In order that both systems of facsimile now available may be studied and compared, WOR will use the RCA scanning apparatus, while W2XUP employs the Finch system of facsimile transmission.

For its nightly broadcasts WOR has been using the publicity releases issued daily by its press department, together with photographs of the station's stars and personnel. No definite plans have been made for copy on the daytime broadcasts, the station planning to experiment with various material until it discovers what the audience enjoys, much as broadcasters experimented with various types of entertainment in the early days of sound broadcasting. WOR's contract with Transradio Press Service includes a facsimile clause giving the station the right to buy this news service for facsimile use, but there are no plans to inaugurate such a service in the near future.

Finch Transmitter

Finch Telecommunications Laboratories expects to have its own facsimile transmitter, W2XBF, in operation by the first of April. This station will be erected atop the building at 1819 Broadway, New York, and will operate with 1,000 watts power on the 42 megacycle band. W2XBF is being constructed so that it may broadcast with either amplitude or frequency modulation, permitting the simultaneous broadcasting of facsimile and sound signals on a single frequency. Another Finch facsimile transmitter is being constructed in Jackson, Mich., by Sparks-Withington Co., maker of Sparton radio receivers. This station, W8XAN, will also operate experimentally on the ultra-high frequencies.

A new high-speed method of facsimile transmission by wire was demonstrated Jan. 12 by engineers of the Western Union Telegraph Co., who have developed a dry recording paper which reproduces the type or pictorial matter by direct electrical action. The transmitter is the usual type, a light beam directed against the picture activating electric current which varies according to the amount of light reflected by the picture.

At The Receiving End

At the receiving end the paper is placed around a cylinder synchronized with the transmitter and as it revolves the electrically charged stylus moves horizontally along its surface, darkening the paper in accordance with the strength of the signal from the other end and reproducing an 8x10-inch photograph in six minutes.

There is no fundamental reason to prevent this instrument being adapted for use with radio instead of wire transmission, WU engineers stated, but added that if the receiver were to use a roll of paper instead of the single sheet

(*Continued on Page 42*)

Facsimile Publicity

DAILY publicity releases of WOR, Newark, are being used for the station's nightly facsimile broadcasts, transmitted on the regular 710 kc. channel after the day's program schedule closes. Under a special masthead, "WOR Radio Print", executed by WOR Chief Engineer J. R. Poppele, the facsimile copy also includes photographs of the station's activities.

Licensees of Facsimile Crosley Dinner Guests

AT A RECENT dinner at the Hotel Gibson in Cincinnati, Powel Crosley Jr., president of the Crosley Corp., was host to W. G. H. Finch, who developed the facsimile radio broadcasting method which bears his name, and representatives of stations licensed to use the Finch equipment.

The guests were Fred Weber, MBS, Theodore Streibert, WOR-Mutual, New York; C. J. Meyers, E. M. Antrim and Keith Masters, WGN - Mutual, Chicago; Leonard Kapner, WCAE, Pittsburgh; P. A. Loyet, WHO, Des Moines; Hector Skifter, KSTP, St. Paul; H. H. Buttner, International Telephone & Telegraph Co., New York; Harry Stone and J. H. De Witt Jr., WSM, Nashville; C. H. Wesser, WWJ, Detroit; E. L. Gove, WHK, Cleveland.

With Mr. Finch was Frank R. Brick, of the Finch Telecommunications Laboratories, New York. Engineers and staff members of WLW also attended.

WHK Starts Facsimile And Plans Apex Service

H. K. CARPENTER, vice-president and general manager of WHK and WCLE, Cleveland, controlled by the *Cleveland Plain Dealer*, announced Jan. 17 that WHK will begin transmission of facsimile material before Feb. 1, using Finch two-column apparatus preparatory to the development of a four-column paper. During the last year, WHK-WCLE engineers have been conducting wired experiments and as a result it has been decided to put the present Finch machinery into operation between 1:15-3 a. m. daily. Fifty receivers have been ordered from Crosley Radio Corp., and others will be available on the open market in Cleveland.

Broadcasts of facsimile will be conducted on WHK between midnight and 6 a. m. United Broadcasting Co. has also obtained a license for a new ultra-high frequency station, W8XE, which is to conduct facsimile transmissions on a 24-hour basis.

WITHIN two weeks after wind had blown down the 155-foot vertical antenna of WHMA, recently installed new local at Anniston, Ala., a new tower was constructed and placed in operation.

W. G. H. FINCH, radio engineer-inventor, examines the facsimile copy transmitted by WLW and received on the new Crosley "Reado" receiver recently placed on the market, which is manufactured under Finch patents. At right is trade picture, showing "Reado" in home operation.

CBS Exclusive Clause Vital, Says Paley

Kesten Tells of Decline In the Per-Listener Network Cost

WITHOUT existing contractual requirements for guaranteed clearance of time by its affiliated stations for its network programs and for exclusive affiliation of stations, CBS would not have been able to attain its present position in the broadcasting field, the FCC Network Inquiry Committee was advised during the last fortnight by top executives of that organization.

Led by President William S. Paley, who actively has directed the destinies of CBS since he became its chief executive in 1928, CBS witnesses emphasized the importance of these two basic requirements in network operation. The network's philosophy of self-imposed and voluntarily assumed regulation, and its introduction of competition in network business also were stressed.

Mr. Paley, who left a sickroom to testify Jan. 18 and immediately afterward departed for the tropics, predicted the invasion of "wildcat operators" in broadcasting with "their offices in their hats", if the exclusivity clause were removed by legal force. Networks must be in a position to clear time if they are to compete successfully with other media, he said.

Mutual Is Next

During the last two weeks, CBS witnesses have included Vice-Presidents Herbert V. Akerberg, W. B. Lewis and Paul W. Kesten. Others who have testified included Gilson B. Gray, commercial editor, Fred A. Willis, assistant to Mr. Paley, and in charge of international broadcasting activities, and Arthur Judson, president of CBS Concerts Inc. Since it began its presentation Jan. 5, CBS has completed most of its case in chief. It was to resume the stand Jan. 31 to present its technical case on duplication of programs through two main witneses—William Lodge, allocations engineer, and Dr. Frank N. Stanton, manager of market research. Also yet to appear is Lawrence W. Lowman, vice-president in charge of operators.

Expected to complete its presentation by Feb. 3, CBS will be followed by Mutual, to wind up the major network presentation, and the first phase of the hearings, which began Nov. 14. Though the CBS case was presented more expeditiously than that of NBC which had two networks to cover, the pace nevertheless has been dismally slow.

That the committee hopes to conclude the hearings within 60 days was made evident Jan. 27 by Judge Sykes, who stated Chairman McNinch also had expressed that view. He made the observation in asking Commission counsel to do everything possible to shorten cross-examination of witnesses.

Network rates and relationship with accounts and agencies consumed a substantial portion of Commission Counsel George B. Porter's cross examination of witnesses. Of Mr. Paley he asked whether there was any "agreement" between NBC and CBS on the "fixation of rates" in the light of the practically parallel structures for the basic Red and for CBS. "Absolutely not" was the prompt retort, with the explanation that the same key markets are covered and as a consequence approximately the same overall rates were arrived at.

RUNNING account of the FCC network hearings will be found beginning on page 62.

With Mr. Kesten on the stand Jan. 26, Mr. Porter sought to ascertain the significance of the fact that 20 leading agencies placed 60% of the total network billings, and whether advertisers were paying more or less for time today than heretofore. Mr. Kesten explained that the same agencies place the bulk of newspaper and magazine advertising. On the second point, he said that in his opinion the advertiser is getting more out of radio than ever before for the dollar spent.

If rates were based on the cost per thousand of listeners, as compared to the structure in 1931 or 1932, they would be double those now quoted, he observed.

Where the Dollar Goes

Mr. Kesten interpreted a CBS exhibit (see cut on this page) portraying the breakdown of CBS' gross sales dollar during 1937 and the first nine months of 1932. This showed among other things, that the CBS affiliate gets 26 cents out of the networks gross dollar, before discounts.

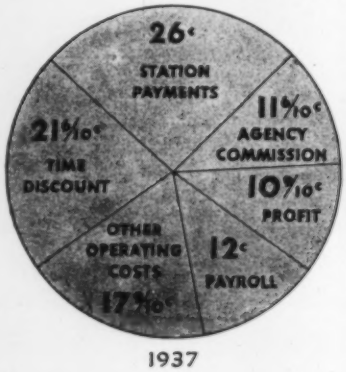
Lack of uniformity in CBS contracts with affiliates was the objective of Mr. Porter's examination of Station Relations Vice-President Akerberg. Actual contracts, however, were not placed in evidence, though the committee may later determine to do so during the hearings. Mr. Akerberg explained the standard form of contract has been made available to all affiliates and reflects exactly the same conditions, but there are many points which require arbitration and negotiation in individual cases.

ELEVEN years of CBS history, 10 of which date from the time he took over as a lad of 26, were recited by President William S. Paley in his testimony Jan. 18 before the FCC Inquiry Committee.

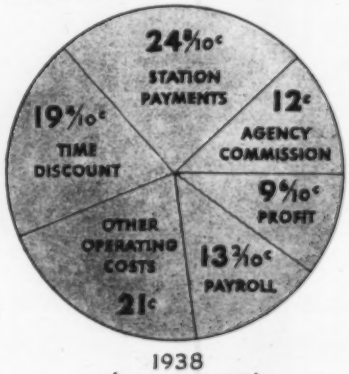
Mr. Gray estimated that the loss of revenue of every character growing out of CBS program policy restrictions, which exclude certain proprietaries, sponsored children's programs, and other types of commercials that do not accord with the restrictions, has aggregated about $9,000,000, conservatively figured. He explained that many of the periods which otherwise would have been sold for such programs have been disposed of to other accounts, so that this was not actual out-of-pocket loss. Business lost on children's programs alone was in excess of $1,250,000, he said.

While hard liquor is definitely banned on CBS, Mr. Gray revealed that the policy on beer is still "under consideration". NBC President Lohr had testified that all alcoholic beverages, including beer, have been banned on NBC. Mr. Gray pointed out, however, that CBS does not now have any beer or light wine accounts.

HOW CBS NETWORK SALES DOLLAR IS DIVIDED
(ALLOCATION OF DIVISON OF EXPENSE)



1937



1938
(JAN. THROUGH SEPT)

Baldwin Practicing Law As Sale of WGH Gets Approval of the FCC

JAMES W. BALDWIN, former managing director of the NAB and before that secretary of the Federal Radio Commission, has leased offices in the National Press Building to establish a law practice. While no formal announcement has been made, it is expected Mr. Baldwin will specialize in practice before the FCC and the Government departments.

The FCC on Jan. 24 reconsidered and granted an application under which Mr. Baldwin disposed of his two-thirds interest in WGH, Newport News, Va., to the *Newport News Daily News* and *Times-Herald* for $21,875 cash. Mr. Baldwin disposed of 66% of the outstanding common stock, the remainder being held by E. E. Bishop, general manager. Raymond B. Bottom is president and publisher of the newspapers.

Mr. Baldwin was secretary of the Radio Commission from 1930 to 1933, joining the NAB at that time as assistant managing director. He became managing director in 1935 upon the resignation of Philip G. Loucks, and served as the trade association's chief executive until 1937.

Leonard D. Callahan, former assistant to Mr. Baldwin, and until last fall on the legal copyright staff of the NAB, is expected to become associated with the former managing director in his law practice. Before joining the NAB in 1937, Mr. Callahan was with the Department of Justice.

U. S. Rubber on CBS

A NEW orchestra with 99 pieces will be introduced in February by CBS, Raymond Paige having been selected to handle the baton. Unusual instrumental combinations and a male chorus of eight will be featured by the orchestra when it takes the air Feb. 22 under sponsorship of U. S. Rubber Co., New York. The orchestra is described as an effort to champion popular music in its wider sense, Mr. Paige explains, the music falling between extremes of the classic and jazz types. Hildegarde will be vocalist. The program will be heard on 82 stations and will be titled *99 Men and a Girl*. Campbell-Ewald Co. of New York is agency.

Oldest on Networks

WITH the distinction of being the oldest continuous network commercial program on the air, the *Cities Service Concert Hour* will start its 13th year of continuous broadcasting on Feb. 18 on NBC-Red. Sponsored by the Cities Service Co., New York, the program has been on the air continuously since Feb. 18, 1927, but before that date it had been presented spasmodically, having started on WEAF on Dec. 29, 1925, with only a quartet. Featured on the present program are Lucille Manners and Ross Graham, singers, and Dr. Frank Black, NBC general music director, conducting a 36-piece concert orchestra.

WHOM, Jersey City, on Jan. 29 started opening and closing its broadcasting day with *The Star Spangled Banner*.

Broadcast Stations in United States and Ca

(Revised to January 1, 1938)

Explanation: The first column of figures indicates the frequency in kilo second the day power in watts, the third the night power in watts. Dagge cates construction permit granted for new station. An asterisk (*) pre figures indicates a construction permit for an increase in power or a change. A double asterisk (**) indicates a footnote. A double dagger (‡) the figure indicates that the station is operating on the frequency or po by special authorization. *Italics* indicate that the station has reported th not sell time. D—Station operates daytime only. L—Limited time; oper hours only when dominant station is not operating.

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
ALABAMA			
Anniston			
WHMA	1420 D	100	----
Birmingham			
WAPI	1140	5,000	5,000
WBRC	930	5,000	1,000
WSGN	1310	250	100
Decatur			
WMFO	1370—D	100	----
Dothan			
WAGF	1370—D	250	----
Gadsden			
WJBY	1210	250	100
Huntsville			
WBHP	1200	100	100
Mobile			
WALA	1380	1,000	500
Montgomery			
WCOV	1210—D	100	----
WSFA	1410	1,000	500
Muscle Shoals City			
WMSD	1420	100	100
Selma			
WHBB	1500	100	100
Tuscaloosa			
WJRD	1200—D	250	----
ARIZONA			
Globe			
KWJB	1210	250	100
Jerome			
KCRJ	1310	250	100
Lowell			
KSUN	1200	250	100
Phoenix			
KOY	1390	1,000	1,000
KTAR	620	1,000	1,000
Prescott			
†KYCA	1500	250	100
Safford			
KGLU	1420	250	100
Tucson			
KGAR	1370	250	100
KVOA	1260	1,000	1,000
Yuma			
KUMA	1420	100	100
ARKANSAS			
Blytheville			
KLCN	1290—D	100	----
El Dorado			
KELD	1370	100	100
Fort Smith			
KFPW	1210	100	100
Hot Springs			
KTHS	1040 ‡1060	10,000	10,000
Jonesboro			
KBTM	1200—D	100	----
Stockton			
KGDM	1100—D	1,000	----
KWG	1200	100	100
Visalia			
KTKC	1190—D	250	----
Watsonville			
KHUB	1310—D	250	----
COLORADO			
Alamosa			
KGIW	1420	100	100
Colorado Springs			
KVOR	1270	1,000	1,000
Denver			
KFEL	920	500	500
KLZ	560	5,000	1,000
KOA	830	50,000	50,000
KPOF	*880*	*1,000*	*1,000*
KVOD	920	500	500
Durango			
KIUP	1370	100	100
Grand Junction			
KFXJ	1200	250	100
Greeley			
KFKA	880	1,000	500
La Junta			
KOKO	1370	100	100
Lamar			
KIDW	1420	100	100
Pueblo			
KGHF	1320	500	500
Sterling			
KGEK	1200	100	100
CONNECTICUT			
Bridgeport			
WICC	600	1,000	500
Hartford			
WDRC	1330	5,000	1,000
WTHT	1200	100	100
WTIC	1060 ‡1040	50,000	50,000
New Britain			
WNBC	1380	1,000	250
New Haven			
WELI	930	500	250
New London			
WNLC	1500—D	100	----
Waterbury			
WATR	1190	100	L-100
	*1290	*250	*250
WBRY	1530	1,000	1,000
DELAWARE			
Wilmington			
WDEL	1120	500	250
WILM	1420	100	100

City	Freq... in Kiloc...
IL	
Aurora	
WMRO	12
Bloomington	
WJBC	12
Carthage	
WCAZ	10
Champaign	
WDWS	13
Chicago	
WAAF	9
WBBM	7
WCBD	10
WCFL	9
WCRW	12
WEDC	12
WENR	8
WGES	13
WGN	7
WJJD	11
WLS	8
WMAQ	6
WMRI	*10*
WSBC	12
Cicero	
WHFC	14
Danville	
WDAN	15
Decatur	
WJBL	12
East Dubuque	
WKBB	15
East St. Louis	
WTMV	15
Galesburg	
WGIL	15
Harrisburg	
WEBQ	12
Joliet	
WCLS	13
Peoria	
WMBD	14
Quincy	
WTAD	9
Rockford	
WROK	14
Rock Island	
WHBF	12
Springfield	
WCBS	14
WTAX	12
Tuscola	
WDZ	10
Urbana	
WILL	*58*

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City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
ILLINOIS			
1250—D		250	----
1200		250	100
1070—D		100	----
1370		250	100
920—D		1,000	----
770		50,000	50,000
1080		5,000	L-5,000
970		5,000	15,000
1210		100	100
1210		100	100
870		50,000	50,000
1360		500	500
		1,000-Sunday	
720		50,000	50,000
1130		20,000	L-20,000
870		50,000	50,000
670		50,000	50,000
1080		*5,000*	*L-5,000*
1210		250	100
1420		250	100
500—D		250	----
1200		100	100
1500		250	100
1500		250	100
500—D		250	----
1210		250	100
1310		100	100
1440		5,000	1,000
900—D		1,000	----
1410		1,000	500
1240		1,000	1,000
1420		250	100
1210		100	100
1020—D		250	----
		*1,000	----
1580—D		*5,000*	----
INDIANA			

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Hutchinson			
KWBG	1420	100	100
Kansas City			
KCKN	1310	100	100
Lawrence			
KFKU	*1220*	*5,000*	*1,000*
WREN	1220	5,000	1,000
Manhattan			
KSAC	*580*	*1,000*	*500*
Pittsburg			
KOAM	790—D	1,000	----
Salina			
KSAL	1500	250	100
Topeka			
WIBW	580	5,000	1,000
Wichita			
KANS	1210	100	100
KFH	1300	5,000	1,000
KENTUCKY			
Ashland			
WCMI	1310	250	100
Covington			
WCKY	1490	10,000	10,000
		*50,000	*50,000
Lexington			
WLAP	1420	250	100
Louisville			
WAVE	940	1,000	1,000
WHAS	820	50,000	50,000
Owensboro			
WOMI	1500	250	100
Paducah			
WPAD	1420	250	100
LOUISIANA			
Alexandria			
KALB	1210	250	100
Baton Rouge			
WJBO	1120	500	500
Lafayette			
KVOL	1310	250	100
Lake Charles			
KPLC	1500	250	100
Monroe			
KMLB	1200	250	100
New Orleans			
WBNO	1420	250	100
WDSU	1250	1,000	1,000
WJBW	1200	100	100
WSMB	1320	5,000	1,000
WWL	850	50,000	50,000
Shreveport			
KRMD	1310	250	100
KTBS	1450	1,000	1,000
KWKH	‡1100	10,000	10,000
MAINE			
Augusta			
WRDO	1370	100	100
Bangor			
WABI	1200	250	100
WLBZ	620	1,000	500
Lewiston			
WCOU	1210	100	100
Portland			
WCSH	940	2,500	1,000
WGAN	640	500	L-500
Presque Isle			
WAGM	1420	100	100
MARYLAND			
Baltimore			
WBAL	1060	10,000	10,000
	‡760		‡2,500
WCAO	600	1,000	500
WCBM	1370	250	100
WFBR	1270	1,000	500
		*5,000	*1,000
Cumberland			

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Fergus Falls			
KGDE	1200	250	100
Hibbing			
WMFG	1210	250	100
Mankato			
KYSM	1500	250	100
Minneapolis-St. Paul			
KSTP	1460	25,000	10,000
		*50,000	*50,000
WCCO	810	50,000	50,000
WDGY	1180	5,000	L-1,000
WLB	*760*	*5,000*	----
WMIN	1370	250	100
WTCN	1250	5,000	1,000
Moorhead			
KVOX	1310	250	100
Northfield			
WCAL	*760*	*5,000*	----
Rochester			
KROC	1310	250	100
St. Cloud			
KFAM	1420	250	100
Virginia			
WHLB	1370	250	100
Winona			
KWNO	1200—D	250	----
MISSISSIPPI			
Grenada			
WGRM	1210	250	100
Gulfport-Biloxi			
WGCM	1210	250	100
Hattiesburg			
WFOR	1370	100	100
Jackson			
WJDX	1270	5,000	1,000
WSLI	1420	250	100
Laurel			
WAML	1310	250	100
Meridian			
WCOC	880	1,000	1,000
Vicksburg			
WQBC	1360—D	1,000	----
MISSOURI			
Cape Girardeau			
KFVS	1210	250	100
Columbia			
KFRU	630	1,000	500
Jefferson City			
KWOS	1310	250	100
Joplin			
WMBH	1420	250	100
Kansas City			
KCMO	1370	100	100
	*1450	*1,000	*1,000
KITE	1530	1,000	1,000
KMBC	950	5,000	1,000
WDAF	610	5,000	1,000
WHB	860—D	1,000	----
WREN	1220	5,000	1,000
Poplar Bluff			
KWOC	1310—D	100	----
Springfield			
KGBX	1230	500	500
KWTO	560—D	5,000	----
St. Joseph			
KFEQ	680—D	2,500	----
St. Louis			
KFUO	*550*	*1,000*	*500*
KMOX	1090	50,000	50,000
KSD	550	5,000	1,000
KWK	1350	5,000	1,000
KXOK	1250	1,000	1,000
WEW	760—D	1,000	
WIL	1200	250	100
WTMV	1500	250	100

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Santa Fe			
KRQA	1310	100	100
NEW YORK			
Albany			
WABY	1370	250	100
WOKO	1430	1,000	500
Auburn			
WMBO	1310	250	100
Binghamton			
WNBF	1500	250	100
Brooklyn			
WARD	1400	500	500
WBBC	1400	500	500
WBBR	*1300*	*1,000*	*1,000*
WCNW	1500	250	100
WLTH	1400	500	500
WVFW	1400	500	500
Buffalo			
WBEN	900	5,000	1,000
WBNY	1370	250	100
WEBR	1310	250	100
WGR	550	5,000	1,000
WKBW	1480	5,000	5,000
WSVS	*1370*	*50*	*50*
Canton			
WCAD	*1220—D*	*500*	----
Elmira			
†WENY	1200—D	250	----
WESG	‡850—D	1,000	----
Freeport			
WGBB	1210	100	100
Jamestown			
WJTN	1210	250	100
Newburgh			
WGNY	1210	100	100
	*1220	*250	----
New York			
WABC	860	50,000	50,000
WBIL	1100	5,000	5,000
WBNX	1350	1,000	1,000
WEAF	660	50,000	50,000
WEVD	1300	1,000	1,000
WHN	1010	5,000	1,000
WINS	1180	1,000	L-1,000
WJZ	760	50,000	50,000
WMCA	570	1,000	1,000
WNEW	1250	2,500	1,000
WNYC	*810—D*	*1,000*	----
WOR	710	50,000	50,000
WOV	1130	1,000	L-1,000
WQXR	1550	1,000	1,000
WWRL	1500	250	100
Olean			
WHDL	1400—D	250	----
Plattsburg			
WMFF	1310	250	100
Rochester			
WHAM	1150	50,000	50,000
WHEC	1430	1,000	500
WSAY	1210	250	100
Saranac Lake			
WNBZ	1290—D	100	----
Schenectady			
WGY	790	50,000	50,000
Syracuse			
WFBL	1360	5,000	1,000
WSYR-			
WSYU	570	1,000	1,000
Troy			
WHAZ	1300	1,000	1,000
†WTRY	950—D	1,000	----
Utica			
WIBX	1200	250	100
White Plains			
WFAS	1210	100	100
NORTH CAROLINA			
Asheville			
WWNC	570	1,000	1,000
Charlotte			
WBT	1080	50,000	50,000
WSOC	1210	250	100

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
OKLAHOMA			
Ada			
KADA	1200	100	100
Ardmore			
KVSO	1210	250	100
Elk City			
KASA	1210	100	100
Enid			
KCRC	1360	250	250
Muskogee			
KBIX	1500	100	100
Norman			
WNAD	*1010*	*1,000*	*1,000*
Oklahoma City			
KOCY	1310	250	100
KOMA	1480	5,000	5,000
KTOK	1370	100	100
WKY	900	5,000	1,000
Okmulgee			
KHBG	1210—D	100	----
Ponca City			
WBBZ	1200	250	100
Shawnee			
KGFF	1420	250	100
Tulsa			
KOME	1310—D	250	----
KTUL	1400	5,000	1,000
KVOO	1140	25,000	25,000
OREGON			
Astoria			
KAST	1200	250	100
Baker			
†KBKR	1500	250	100
Bend			
KBND	1310	250	100
Corvallis			
KOAC	*550*	*1,000*	*1,000*
Eugene			
KORE	1420	100	100
Klamath Falls			
KFJI	1210	100	100
La Grande			
KLBM	1420	250	100
Marshfield			
KOOS	1200	250	100
Medford			
KMED	1410	250	250
Portland			
KALE	1300	1,000	1,000
KBPS	*1420*	*100*	*100*
KEX	1180	5,000	5,000
KGW	620	5,000	1,000
KOIN	940	5,000	1,000
KWJJ	‡1040	500	L-500
KXL	1420	250	100
Roseburg			
KRNR	1500	250	100
Salem			
KSLM	1370	100	100
	*1360	*500	*500
PENNSYLVANIA			
Allentown			
WCBA-WSAN	1440	500	500
Altoona			
WFBG	1310	100	100
Easton			
WEST	1200	250	100
Erie			
WLEU	1420	250	100
Greensburg			
WHJB	620—D	250	----
Grove City			
WSAJ	*1310*	*100*	*100*
Harrisburg			
WHP	1430	1,000	500
		*5,000	*1,000
WKBO	1200	250	100
Hazleton			

XIIM

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Santa Fe			
KRQA	1310	100	100
NEW YORK			
Albany			
WABY	1370	250	100
WOKO	1430	1,000	500
Auburn			
WMBO	1310	250	100
Binghamton			
WNBF	1500	250	100
Brooklyn			
WARD	1400	500	500
WBBC	1400	500	500
WBBR	*1300*	*1,000*	*1,000*
WCNW	1500	250	100
WLTH	1400	500	500
WVFW	1400	500	500
Buffalo			
WBEN	900	5,000	1,000
WBNY	1370	250	100
WEBR	1310	250	100
WGR	550	5,000	1,000
WKBW	1480	5,000	5,000
WSVS	*1370*	*50*	*50*
Canton			
WCAD	*1220—D*	*500*	----
Elmira			
†WENY	1200—D	250	----
WESG	‡850—D	1,000	----
Freeport			
WGBB	1210	100	100
Jamestown			
WJTN	1210	250	100
Newburgh			
WGNY	1210	100	100
	*1220	*250	----
New York			
WABC	860	50,000	50,000
WBIL	1100	5,000	5,000
WBNX	1350	1,000	1,000
WEAF	660	50,000	50,000
WEVD	1300	1,000	1,000
WHN	1010	5,000	1,000
WINS	1180	1,000	L-1,000
WJZ	760	50,000	50,000
WMCA	570	1,000	1,000
WNEW	1250	2,500	1,000
WNYC	*810—D*	*1,000*	----
WOR	710	50,000	50,000
WOV	1130	1,000	L-1,000
WQXR	1550	1,000	1,000
WWRL	1500	250	100
Olean			
WHDL	1400—D	250	----
Plattsburg			
WMFF	1310	250	100
Rochester			
WHAM	1150	50,000	50,000
WHEC	1430	1,000	500
WSAY	1210	250	100
Saranac Lake			
WNBZ	1290—D	100	----
Schenectady			
WGY	790	50,000	50,000
Syracuse			
WFBL	1360	5,000	1,000
WSYR-WSYU	570	1,000	1,000
Troy			
WHAZ	1300	1,000	1,000
†WTRY	950—D	1,000	----
Utica			
WIBX	1200	250	100
White Plains			
WFAS	1210	100	100
NORTH CAROLINA			
Asheville			
WWNC	570	1,000	1,000
Charlotte			
WBT	1080	50,000	50,000
WSOC	1210	250	100

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
OKLAHOMA			
Ada			
KADA	1200	100	100
Ardmore			
KVSO	1210	250	100
Elk City			
KASA	1210	100	100
Enid			
KCRC	1360	250	250
Muskogee			
KBIX	1500	100	100
Norman			
WNAD	*1010*	*1,000*	*1,000*
Oklahoma City			
KOCY	1310	250	100
KOMA	1480	5,000	5,000
KTOK	1370	100	100
WKY	900	5,000	1,000
Okmulgee			
KHBG	1210—D	100	----
Ponca City			
WBBZ	1200	250	100
Shawnee			
KGFF	1420	250	100
Tulsa			
KOME	1310—D	250	----
KTUL	1400	5,000	1,000
KVOO	1140	25,000	25,000
OREGON			
Astoria			
KAST	1200	250	100
Baker			
†KBKR	1500	250	100
Bend			
KBND	1310	250	100
Corvallis			
KOAC	*550*	*1,000*	*1,000*
Eugene			
KORE	1420	100	100
Klamath Falls			
KFJI	1210	100	100
La Grande			
KLBM	1420	250	100
Marshfield			
KOOS	1200	250	100
Medford			
KMED	1410	250	250
Portland			
KALE	1300	1,000	1,000
KBPS	*1420*	*100*	*100*
KEX	1180	5,000	5,000
KGW	620	5,000	1,000
KOIN	940	5,000	1,000
KWJJ	‡1040	500	L- 500
KXL	1420	250	100
Roseburg			
KRNR	1500	250	100
Salem			
KSLM	1370	100	100
	*1360	*500	*500
PENNSYLVANIA			
Allentown			
WCBA-WSAN	1440	500	500
Altoona			
WFBG	1310	100	100
Easton			
WEST	1200	250	100
Erie			
WLEU	1420	250	100
Greensburg			
WHJB	620—D	250	----
Grove City			
WSAJ	*1310*	*100*	*100*
Harrisburg			
WHP	1430	1,000	500
		*5,000	*1,000
WKBO	1200	250	100
Hazleton			

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
TENNESSEE			
Bristol			
WOPI	1500	100	100
Chattanooga			
WAPO	1420	250	100
WDOD	1280	5,000	1,000
Jackson			
WTJS	1310	250	100
Johnson City			
†WJHL	1200	250	100
Knoxville			
WNOX	1010	5,000	1,000
WROL	1310	250	100
Memphis			
WHBQ	1370	100	100
WMC	780	5,000	1,000
WMPS	1430	1,000	500
WREC	600	5,000	1,000
Nashville			
WLAC	1470	5,000	5,000
WSIX	1210	250	100
WSM	650	50,000	50,000
TEXAS			
Abilene			
KRBC	1420	250	100
Amarillo			
†KFDA	1500	100	100
KGNC	1410	2,500	1,000
Austin			
KNOW	1500	250	100
			100
†KTBC	1120—D	1,000	----
Beaumont			
KFDM	560	1,000	500
KRIC	1420	250	100
Big Spring			
KBST	1500	100	100
Brady			
KNEL	1500—D	250	----
Brownsville			
KGFI	1500	250	100
College Station			
WTAW	*1120*	*500*	*500*
Corpus Christi			
KRIS	1330	500	500
Corsicana			
KAND	1310—D	100	----
Dallas			
KRLD	1040	10,000	10,000
		*50,000	*50,000
WFAA	800	50,000	50,000
WRR	1280	500	500
Denton			
KDNT	1420—D	100	----
Dublin			
KFPL	1310	250	100
El Paso			
†KROD	1500	100	100
KTSM-WDAH	1310	250	100
Fort Worth			
KFJZ	1370	250	100
KGKO	570	5,000	1,000
KTAT	1240	1,000	1,000
WBAP	800	50,000	50,000
Galveston			
KLUF	1370	250	100
Greenville			
†KGVL	1200—D	100	----
Houston			
KPRC	920	5,000	1,000
KTRH	1290	5,000	1,000
KXYZ	1440	1,000	1,000
Huntsville			
KSAM	1500—D	100	----
Kilgore			
KOCA	1210	250	100

City	Frequency in Kilocycles
Petersburg	
†WPIV	1210
Richmond	
WBBL	*1210*
WMBG	1350
WRNL	880—D
WRTD	1500
WRVA	1110
Roanoke	
WDBJ	930
WASHINGTO	
Aberdeen	
KXRO	1310
Bellingham	
KVOS	1200
Centralia	
KELA	1440
Everett	
KRKO	1370
Longview	
KWLK	780—D
Olympia	
KGY	1210
Pullman	
KWSC	*1220*
Seattle	
KEEN	1370
KIRO	650
	‡710
KJR	970
KOL	1270
KOMO	920
KRSC	1120
KTW	*1220*
KXA	760
Spokane	
KFIO	1120—D
KFPY	890
KGA	1470
KHQ	590
Tacoma	
KMO	1330
KVI	570
Vancouver	
†KVAN	880—D
Walla Walla	
KUJ	1370
Wenatchee	
KPQ	1500
Yakima	
KIT	1250
WEST VIRGIN	
Beckley	
†WJLS	1210
Bluefield	
WHIS	1410
Charleston	
WCHS	580
†WGKV	1500
Clarksburg	
WBLK	1370
Fairmont	
WMMN	890
Huntington	
WSAZ	1190
Parkersburg	
WPAR	1420
Wheeling	
WWVA	1160
Williamson	
†WBTH	1370—D
WISCONSIN	
Eau Claire	

	Day Power (Watts)	Night Power (Watts)
	250	100
	100	*100*
	500	500
	500	----
	100	100
	5,000	5,000
	*50,000	*50,000
	5,000	1,000
TON		
	250	100
	100	100
	500	500
	50	50
	250	----
	100	100
	5,000	*1,000*
	100	100
	250	250
	‡1,000	‡1,000
	5,000	5,000
	5,000	1,000
	5,000	1,000
	250	250
	1,000	*1,000*
	500	L-250
	*1,000	*1,000
	100	----
	5,000	1,000
	5,000	5,000
	5,000	1,000
	1,000	1,000
	5,000	1,000
	250	----
	100	100
	250	100
	1,000	500
INIA		
	250	100
	1,000	500
	1,000	500
	100	100
	100	100
	5,000	1,000
	1,000	L-1,000
	100	100
	5,000	5,000
	100	----
IN		

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Edmonton			
CFRN	960	100	100
		*500	*500
CJCA	730	1,000	1,000
CKUA	*580*	*500*	*500*
Grande Prairie			
CFGP	1200	100	100
Lethbridge			
CJOC	950	100	100
BRITISH COLUMBIA			
Chilliwack			
CHWK	780	100	100
		*250	*250
Kamloops			
CFJC	880	1,000	1,000
Kelowna			
CKOV	630	100	100
Nelson			
†------	1420	100	100
Prince Rupert			
CFPR	580	50	50
Trail			
CJAT	910	1,000	1,000
Vancouver			
CBR	1100	5,000	5,000
CJOR	600	500	500
CKCD	1010	100	100
CKFC	1410	50	50
CKMO	1410	100	100
CKWX	1010	100	100
Victoria			
CFCT	1450	500	500
MANITOBA			
Brandon			
CKX	1120	1,000	1,000
Flin Flon			
CFAR	1370	100	100
Winnipeg			
CJRC	630	1,000	1,000
CKY	910	15,000	15,000
NEW BRUNSWICK			
Fredericton			
CFNB	550	1,000	500
Moncton			
CKCW	1370	100	100
Sackville			
CBA	1050	50,000	50,000
Saint John			
CHSJ	1120	1,000	500
NOVA SCOTIA			
Halifax			
CHNS	930	1,000	1,000
†CJHC	1290	1,000	1,000
Sydney			
CJCB	1240	1,000	1,000
Wolfville			
CKIC	*1010*	*50*	*50*
Yarmouth			
CJLS	1310	100	100
ONTARIO			
Brantford			
CKPC	930	100	100
Chatham			
CFCO	630	100	100
Cobalt			
CKMC	*1210*	*100*	*100*
Fort William-Port Arthur			
CKPR	730	1,000	1,000
Hamilton			
CHML	1010	100	100
CKOC	1120	1,000	500
Kenora			
CKCA	1420	100	100
Kingston			
CFRC	1510	100	100

Safford			
KGLU	1420	250	100
Tucson			
KGAR	1370	250	100
KVOA	1260	1,000	1,000
Yuma			
KUMA	1420	100	100
ARKANSAS			
Blytheville			
KLCN	1290—D	100	----
El Dorado			
KELD	1370	100	100
Fort Smith			
KFPW	1210	100	100
Hot Springs			
KTHS	1040 ‡1060	10,000	10,000
Jonesboro			
KBTM	1200—D	100	----
Little Rock			
KARK	890	1,000	500
KGHI	1200	250	100
KLRA	1390	5,000	1,000
Pine Bluff			
KOTN	1500	100	100
Siloam Springs			
KUOA	1260—D	5,000	----
CALIFORNIA			
Bakersfield			
KERN	1370	100	100
KPMC	1550	1,000	1,000
Berkeley			
KRE	1370	250	100
Chico			
KHSL	1260	250	250
El Centro			
KXO	1500	100	100
Eureka			
KIEM	1450	1,000	500
Fresno			
KARM	1310	100	100
KMJ	580	1,000	1,000
Glendale			
KIEV	850—D	250	----
Long Beach			
KFOX	1250	1,000 *5,000	1,000 1,000
KGER	1360	1,000	1,000
Los Angeles			
KECA	1430	5,000	1,000
KEHE	780	5,000	1,000
KFAC	1300	1,000	1,000
KFI	640	50,000	50,000
KFSG	*1120*	*2,500*	*500*
KFVD	1000	1,000	L-1,000
KFWB	950	5,000	1,000
KGFJ	1200	100	100
KHJ	900	5,000	1,000
KMPC	710	500	L-500
KMTR	570	1,000	1,000
KNX	1050	50,000	50,000
KRKD	1120	2,500	500
Merced			
KYOS	1040—D	250	----
Modesto			
KTRB	740—D	250	----
Monterey			
KDON	1210	100	100
Oakland			
KLS	1280	250	250
KLX	880	1,000	1,000
KROW	930	1,000	1,000
Pasadena			
KPPC	*1210*	*100*	*100*
Redding			
KVCV	1200	100	100
Sacramento			
KFBK	1490	10,000	10,000
KROY	1210—D	100	----
San Bernardino			
KFXM	1210	100	100
San Diego			
KFSD	600	1,000	1,000
KGB	1330	1,000	1,000
San Francisco			
KFRC	610	5,000	1,000
KGO	790	7,500	7,500
KJBS	1070	500	L-500
KPO	680	50,000	50,000
KSAN	1420	100	100
KSFO	560	5,000	1,000
KYA	1230	5,000	1,000
San Jose			
KQW	1010	1,000 *5,000	1,000 1,000
San Luis Obispo			
KVEC	1200	250	100
Santa Ana			
KVOE	1500	100	100
Santa Barbara			
KDB	1500	250	100
KTMS	1220	500	500
Santa Rosa			
KSRO	1310	250	100

[illegible]			
WTIC			
New Britain			
WNBC			
New Haven			
WELI			
New London			
WNLC			
Waterbury			
WATR			
WBRY			
D			
Wilmington			
WDEL			
WILM			
DISTRICT			
Washington			
WJSV			
WMAL			
WOL			
WRC			
F			
Daytona Beach			
WMFJ			
Gainesville			
WRUF			
Jacksonville			
WJAX			
†WJHP			
WMBR			
Lakeland			
WLAK			
Miami			
WIOD			
WQAM			
Miami Beach			
WKAT			
Orlando			
WDBO			
Pensacola			
WCOA			
St. Augustine			
WFOY			
St. Petersburg			
WSUN			
Tallahassee			
WTAL			
Tampa			
WDAE			
WFLA			
West Palm Beach			
WJNO			
GE			
Albany			
WGPC			
Athens			
WGAU			
Atlanta			
WAGA			
WATL			
WGST			
WSB			
Augusta			
WRDW			
Columbus			
WRBL			
Griffin			
WKEU			
Macon			
WMAZ			
Rome			
WRGA			
Savannah			
†WSAV			
WTOC			
Thomasville			
WPAX			
Waycross			
WAYX			
ID			
Boise			
KIDO			
Coeur d'Alene			
†KGCI			
Idaho Falls			
KID			
Lewiston			
KRLC			
Nampa			
KFXD			
Pocatello			
KSEI			
Twin Falls			
KTFI			
Wallace			
†KWAL			

1060	50,000	50,000	
‡1040			
1380	1,000	250	
930	500	250	
1500—D	100	----	
1190	100	L-100	
*1290	*250	*250	
1530	1,000	1,000	

DELAWARE

1120	500	250	
1420	100	100	

DISTRICT OF COLUMBIA

1460	10,000	10,000	
	*50,000	*50,000	
630	500	250	
1230	1,000	1,000	
950	5,000	1,000	

FLORIDA

1420	100	100	
830	5,000	L-5,000	
900	5,000	1,000	
1290	250	270	
1370	250	100	
1310	250	100	
610	1,000	1,000	
560	1,000	1,000	
1500	250	100	
580	5,000	1,000	
1340	1,000	500	
1210	250	100	
620	5,000	1,000	
1310	250	100	
1220	5,000	1,000	
620	5,000	1,000	
1200	250	100	

GEORGIA

1420	100	100	
1310	250	100	
1450	1,000	500	
1370	250	100	
890	5,000	1,000	
740	50,000	50,000	
1500	250	100	
1200	250	100	
1500—D	100	----	
1180	5,000	L-1,000	
500	250	100	
1310	100	100	
1260	1,000	1,000	
	*5,000		
1210	250	100	
1200	250	100	

IDAHO

1350	2,500	1,000	
1200—D	100	----	
1320	5,000	500	
1390	250	250	
1200	250	100	
1900	1,000	250	
1240	1,000	1,000	
1420	250	100	

Peoria
WMBD . . . . 1440 — 5,000 — 1,000

Quincy
WTAD . . . . 900—D — 1,000 — ----

Rockford
WROK . . . . 1410 — 1,000 — 500

Rock Island
WHBF . . . 1240 — 1,000 — 1,000

Springfield
WCBS . . . . 1420 — 250 — 100
WTAX . . . . 1210 — 100 — 100

Tuscola
WDZ . . . . . 1020—D — 250 — ----
— — *1,000 — ----

Urbana
*WILL . . . . 580—D — 5,000 — ----

INDIANA

Anderson
WHBU . . . . 1210 — 250 — 100

Elkhart
WTRC . . . . 1310 — 250 — 100

Evansville
WEOA . . . . 1370 — 250 — 100
WGBF . . . . 630 — 1,000 — 500

Fort Wayne
WGL . . . . 1370 — 250 — 100
WOWO . . . . 1160 — 10,000 — 10,000

Gary
WIND . . . . 560 — 5,000 — 1,000

Hammond
WHIP . . . . 1480—D — 5,000 — ----
WWAE . . . 1200 — 100 — 100

Indianapolis
WFBM . . . . 1230 — 5,000 — 1,000
WIBC . . . . 1050—D — 1,000 — ----
WIRE . . . 1400 — 5,000 — 1,000

Muncie
WLBC . . . . 1310 — 250 — 100

New Albany
WGRC . . . . 1370—D — 250 — ----

Richmond
WKBV . . . . 1500 — 100 — 100

South Bend
WFAM . . . . 1200 — 100 — 100
WSBT . . . . 1360 — 500 — 500

Terre Haute
WBOW . . . . 1310 — 250 — 100

West Lafayette
WBAA . . . . 890 — 1,000 — 500

IOWA

Ames
WOI . . . . . 640—D — 5,000 — ----

Boone
KFGQ . . . . 1370 — 100 — ----

Cedar Rapids
WMT . . . . . 600 — 5,000 — 1,000

Council Bluffs
KOIL . . . . 1260 — 5,000 — 1,000

Davenport
WOC . . . . . 1370 — 250 — 100

Decorah
KGCA . . . . 1270—D — 100 — ----
KWLC . . . . 1270—D — 100 — ----

Des Moines
KRNT . . . 1320 — 5,000 — 1,000
KSO . . . . . 1430 — 5,000 — 1,000
WHO . . . . 1000 — 50,000 — 50,000

Dubuque
**†KDTH . . . 1340—D — 500 — ----
(**Construction permit suspended pending litigation.)
WKBB . . . . 1500 — 250 — 100

Iowa City
WSUI . . . . 880 — 1,000 — 500

Marshalltown
KFJB . . . . 1200 — 250 — 100

Mason City
KGLO . . . . 1210 — 250 — 100

Shenandoah
KFNF . . . . 890 — 1,000 — 500
— — *5,000 — *1,000
KMA . . . . . 930 — 5,000 — 1,000

Sioux City
KSCJ . . . . 1330 — 5,000 — 1,000
KTRI . . . . 1420 — 250 — 100

KANSAS

Abilene
KFBI . . . . 1050 — 5,000 — L-5,000

Atchison
†KVAK . . . . 1420 D — 100 — ----

Coffeyville
KGGF . . . . 1010 — 1,000 — 1,000

Dodge City
KGNO . . . . 1340 — 250 — 250

Emporia
†KTSW . . . 1370—D — 100 — ----

Garden City
KIUL . . . . 1210 — 100 — 100

Great Bend
KVGB . . . . 1370 — 100 — 100

Hutchinson
WABI . . . . 1200 — 250 — 100
WLBZ . . . . 620 — 1,000 — 500

Lewiston
WCOU . . . . 1210 — 100 — 100

Portland
WCSH . . . . 940 — 2,500 — 1,000
WGAN . . . . 640 — 500 — L-500

Presque Isle
WAGM . . . . 1420 — 100 — 100

MARYLAND

Baltimore
WBAL . . . . 1060 — 10,000 — 10,000
— — ‡760 — ‡2,500
WCAO . . . 600 — 1,000 — 500
WCBM . . . 1370 — 250 — 100
WFBR . . . 1270 — 1,000 — 500
— — *5,000 — *1,000

Cumberland
WTBO . . . 800—D — 250 — ----

Frederick
WFMD . . . 900—D — 500 — ----

Hagerstown
WJEJ . . . . 1210 — 100 — 100

Salisbury
WSAL . . . . 1200—D — 250 — ----

MASSACHUSETTS

Boston
WAAB . . . . 1410 — 1,000 — 500
WBZ . . . . . 990 — 50,000 — 50,000
WCOP . . . . 1120—D — 500 — ----
WEEI . . . . 590 — 5,000 — 1,000
WHDH . . . . 830—D — 1,000 — ----
WMEX . . . . 1500 — 250 — 100
— — *1470 — *5,000 — *5,000
WNAC . . . . 1230 — 5,000 — 1,000
WORL . . . . 920—D — 500 — ----

Fall River
WSAR . . . . 1450 — 1,000 — 1,000

Greenfield
WHAI . . . . 1210—D — 250 — ----

Lawrence
WLAW . . . . 680—D — 1,000 — ----

Lowell
WLLH . . . . 1370 — 250 — 100

New Bedford
WNBH . . . . 1310 — 250 — 100

Osterville
†WOCB . . . . 1210 — 250 — 100

Pittsfield
WBRK . . . . 1310 — 250 — 100

Springfield
WBZA . . . . 990 — 1,000 — 1,000
WMAS . . . . 1420 — 250 — 100
WSPR . . . . 1140 — 500 — L-500

Worcester
WORC . . . . 1280 — 500 — 500
WTAG . . . . 580 — 1,000 — 1,000

MICHIGAN

Battle Creek
WELL . . . . 1420 — 100 — 100

Bay City
WBCM . . . . 1410 — 1,000 — 500

Calumet
WHDF . . . . 1370 — 250 — 100

Detroit
WJBK . . . . 1500 — 250 — 100
WJR . . . . . 750 — 50,000 — 50,000
WMBC . . . . 1420 — 250 — 100
WWJ . . . . . 920 — 5,000 — 1,000
WXYZ . . . . 1240 — 1,000 — 1,000
CKLW . . . . 1030 — 5,000 — 5,000

East Lansing
WKAR . . . . 850—D — 1,000 — ----
— — *5,000 — ----

Flint
WFDF . . . . 1310 — 100 — 100

Grand Rapids
WOOD-WASH 1270 — 500 — 500

Ironwood
WJMS . . . . 1420 — 100 — 100

Jackson
WIBM . . . . 1370 — 250 — 100

Kalamazoo
WKZO . . . . 590 — 1,000 — *250

Lansing
WJIM . . . . 1210 — 250 — 100

Lapeer
WMPC . . . . 1200 — 250 — 100

Marquette
WBEO . . . . 1310 — 250 — 100

Muskegon
WKBZ . . . . 1500 — 250 — 100

Port Huron
WHLS . . . . 1370 D — 250 — ----

Royal Oak
WEXL . . . . 1310 — 50 — 50

MINNESOTA

Albert Lea
KATE . . . . 1420 — 250 — 100

Duluth
KDAL . . . 1500 — 100 — 100
WEBC . . . 1290 — 5,000 — 1,000

Poplar Bluff
KWOC . . . . 1310—D — 100 — ----

Springfield
KGBX . . . . 1230 — 500 — 500
KWTO . . . . 560—D — 5,000 — ----

St. Joseph
KFEQ . . . . 680—D — 2,500 — ----

St. Louis
KFUO . . . . 550 — 1,000 — 500
KMOX . . . . 1090 — 50,000 — 50,000
KSD . . . . . 550 — 5,000 — 1,000
KWK . . . . 1350 — 5,000 — 1,000
KXOK . . . . 1250 — 1,000 — 1,000
WEW . . . . 760—D — 1,000 — ----
WIL . . . . . 1200 — 250 — 100
WTMV . . . . 1500 — 250 — 100

MONTANA

Billings
KGHL . . . . 780 — 5,000 — 1,000

Bozeman
†KRBM . . . . 1420 — 250 — 100

Butte
KGIR . . . . 1340 — 5,000 — 1,000

Great Falls
KFBB . . . . 1280 — 5,000 — 1,000

Helena
KPFA . . . . 1210 — 250 — 100

Kalispell
KGEZ . . . . 1310 — 100 — 100

Missoula
KGVO . . . . 1260 — 5,000 — 1,000

Wolf Point
KGCX . . . . 1450 — 1,000 — 1,000

NEBRASKA

Clay Center
**KMMJ . . . . 740 — 1,000 — L-1,000

Kearney
KGFW . . . . 1310 — 250 — 100

Lincoln
KFAB . . . . 770 — 10,000 — 10,000
KFOR . . . . 1210 — 250 — 100

Norfolk
WJAG . . . . 1060 — 1,000 — 1,000

North Platte
KGNF . . . . 1430—D — 1,000 — ----

Omaha
KOIL . . . . 1260 — 5,000 — 1,000
WAAW . . . 660—D — 500 — ----
WOW . . . . 590 — 5,000 — 1,000

Scottsbluff
KGKY . . . . 1500 — 250 — 100
(**CP authorizing move to Grand Island, Nebr.)

NEVADA

Reno
KOH . . . . 1380 — 500 — 500

NEW HAMPSHIRE

Laconia
WLNH . . . 1310 — 100 — 100

Manchester
WFEA . . . . 1340 — 1,000 — 500

Portsmouth
WHEB . . . . 740—D — 250 — ----

NEW JERSEY

Asbury Park
WCAP . . . . 1280 — 500 — 500

Atlantic City
WPG . . . . . 1100 — 5,000 — 5,000

Bridgeton
WSNJ . . . . 1210—D — 100 — ----

Camden
WCAM . . . . 1280 — 500 — 500

Jersey City
WAAT . . . . 940—D — 500 — ----
WHOM . . . . 1450 — 250 — 250

Newark
WHBI . . . . 1250 — 2,500 — 1,000
WOR . . . . . 710 — 50,000 — 50,000

Red Bank
WBRB . . . . 1210 — 100 — 100

Trenton
WTNJ . . . . 1280 — 500 — 500

Zarephath
WAWZ . . . 1350 — 1,000 — 500
— — 1,000 — *1,000

NEW MEXICO

Albuquerque
KGGM . . . . 1230 — 1,000 — 1,000
KOB . . . . . 1180 — 10,000 — 10,000

Carlsbad
KLAH . . . . 1210 — 250 — 100

Clovis
KICA . . . . 1370 — 100 — 100

Gallup
KAWM . . . . 1500 — 250 — 100

Hobbs
KWEW . . . . 1500—D — 100 — ----

Roswell
KGFL . . . . 1370 — 100 — 100

MONTANA

Billings
KGHL . . . . 780 — 5,000 — 1,000

Bozeman
†KRBM . . . . 1420 — 250 — 100

Butte
KGIR . . . . 1340 — 5,000 — 1,000

Great Falls
KFBB . . . . 1280 — 5,000 — 1,000

Helena
KPFA . . . . 1210 — 250 — 100

Kalispell
KGEZ . . . . 1310 — 100 — 100

Missoula
KGVO . . . . 1260 — 5,000 — 1,000

Wolf Point
KGCX . . . . 1450 — 1,000 — 1,000

NEBRASKA

Clay Center
**KMMJ . . . . 740 — 1,000 — L-1,000

Kearney
KGFW . . . . 1310 — 250 — 100

Lincoln
KFAB . . . . 770 — 10,000 — 10,000
KFOR . . . . 1210 — 250 — 100

Norfolk
WJAG . . . . 1060 — 1,000 — 1,000

North Platte
KGNF . . . . 1430—D — 1,000 — ----

Omaha
KOIL . . . . 1260 — 5,000 — 1,000
WAAW . . . . 660—D — 500 — ----
WOW . . . . 590 — 5,000 — 1,000

Scottsbluff
KGKY . . . . 1500 — 250 — 100

(**CP authorizing move to Grand Island, Nebr.)

NEVADA

Reno
KOH . . . . 1380 — 500 — 500

NEW HAMPSHIRE

Laconia
WLNH . . . 1310 — 100 — 100

Manchester
WFEA . . . . 1340 — 1,000 — 500

Portsmouth
WHEB . . . . 740—D — 250 — ----

NEW JERSEY

Asbury Park
WCAP . . . . 1280 — 500 — 500

Atlantic City
WPG . . . . . 1100 — 5,000 — 5,000

Bridgeton
WSNJ . . . . 1210—D — 100 — ----

Camden
WCAM . . . . 1280 — 500 — 500

Jersey City
WAAT . . . . 940—D — 500 — ----
WHOM . . . . 1450 — 250 — 250

Newark
WHBI . . . . 1250 — 2,500 — 1,000
WOR . . . . . 710 — 50,000 — 50,000

Red Bank
WBRB . . . . 1210 — 100 — 100

Trenton
WTNJ . . . . 1280 — 500 — 500

Zarephath
WAWZ . . . 1350 — 1,000 — 500
1,000 — *1,000

NEW MEXICO

Albuquerque
KGGM . . . . 1230 — 1,000 — 1,000
KOB . . . . . 1180 — 10,000 — 10,000

Carlsbad
KLAH . . . . 1210 — 250 — 100

Clovis
KICA . . . . 1370 — 100 — 100

Gallup
KAWM . . . . 1500 — 250 — 100

Hobbs
KWEW . . . . 1500—D — 100 — ----

Roswell
KGFL . . . . 1370 — 100 — 100

Durham
WDNC . . . . 1500 — 250 — 100

Fayetteville
†WFNC . . . . 1340—D — 250 — ----

Gastonia
†WGNC . . . . 1420 — 250 — 100

Greensboro
WBIG . . . . 1440 — 1,000 — 1,000

High Point
WMFR . . . . 1200 — 100 — 100

Kinston
WFTC . . . . 1200 — 250 — 100

Raleigh
WPTF . . . . 680 — 5,000 — 5,000
†WRAL . . . . 1210 — 250 — 100

Rocky Mount
WEED . . . . 1420 — 250 — 100

Salisbury
WSTP . . . . 1500 — 250 — 100

Wilmington
WMFD . . . . 1370—D — 100 — ----

Wilson
WGTM . . . 1310—D — 100 — ----

Winston-Salem
WAIR . . . . 1250—D — 250 — ----
WSJS . . . . 1310 — 100 — 100

NORTH DAKOTA

Bismarck
KFYR . . . . 550 — 5,000 — 1,000

Devils Lake
KDLR . . . . 1210 — 250 — 100

Fargo
WDAY . . . . 940 — 5,000 — 1,000

Grand Forks
KFJM . . . . 1410 — 1,000 — 500

Jamestown
KRMC . . . . 1370 — 250 — 100

Mandan
KGCU . . . . 1240 — 250 — 250

Minot
KLPM . . . . 1360 — 1,000 — 500

Valley City
KOVC . . . . 1500 — 250 — 100

OHIO

Akron
WADC . . . . 1320 — 5,000 — 1,000
WJW . . . . . 1210 — 250 — 100

Ashtabula
WICA . . . . 940—D — 250 — ----

Canton
WHBC . . . . 1200 — 100 — 100
*250 — 100

Cincinnati
WCKY . . . . 1490 — 10,000 — 10,000
*50,000 — *50,000
WCPO . . . . 1200 — 250 — 100
WKRC . . . . 550 — 5,000 — 1,000
WLW . . . . . 700 — 50,000 — 50,000
‡500,000 — ‡500,000
WSAI . . . . 1330 — 5,000 — 1,000

Cleveland
WCLE . . . . 610—D — 500 — ----
WGAR . . . . 1450 — 5,000 — 1,000
WHK . . . . 1390 — 2,500 — 1,000
WTAM . . . . 1070 — 50,000 — 50,000

Columbus
WBNS . . . . 1430 — 5,000 — 1,000
WCOL . . . . 1210 — 100 — 100
WHKC . . . . 640 — 500 — L-500
WOSU . . . . 570 — 1,000 — 750

Dayton
WHIO . . . . 1260 — 5,000 — 1,000
WSMK . . . . 1380 — 200 — 200
*500 — *250

Lima
WBLY . . . . 1210—D — 100 — ----

Portsmouth
WPAY . . . . 1370 — 100 — 100

Toledo
WSPD . . . . 1340 — 5,000 — 1,000
WTOL . . . . 1200—D — 100 — ----

Youngstown
†WFMJ . . . . 1420—D — 100 — ----
WKBN . . . . 570 — 500 — 500

Zanesville
WALR . . . . 1210 — 100 — 100

WAZL . . . . 1420 — 100 — 100

Johnstown
WJAC . . . . 1310 — 250 — 100

Lancaster
WGAL . . . . 1500 — 250 — 100

New Castle
WKST . . . . 1250—D — 250 — ----

Philadelphia
KYW . . . . 1020 — 10,000 — 10,000
WCAU . . . . 1170 — 50,000 — 50,000
WDAS . . . . 1370 — 250 — 100
WFIL . . . . 560 — 1,000 — 1,000
WHAT . . . . 1310 — 100 — 100
WIBG . . . . 970—D — 100 — ----
WIP . . . . . 610 — 1,000 — 1,000
WPEN . . . . 920 — 1,000 — 1,000
WTEL . . . . 1310 — 100 — 100

Pittsburgh
KDKA . . . . 980 — 50,000 — 50,000
KQV . . . . . 1380 — 1,000 — 500
WCAE . . . . 1220 — 5,000 — 1,000
WJAS . . . . 1290 — 5,000 — 1,000
WWSW . . . . 1500 — 250 — 100

Reading
WEEU . . . . 830—D — 1,000 — ----
WRAW . . . . 1310 — 100 — 100

Scranton
WGBI . . . . 880 — 1,000 — 500
WQAN . . . . 880 — 1,000 — 500

Sharon
WPIC . . . . 780—D — 250 — ----

Sunbury
WKOK . . . . 1210 — 100 — 100

Uniontown
WMBS . . . . 1420 — 250 — 100

Wilkes-Barre
WBAX . . . . 1210 — 100 — 100
WBRE . . . . 1310 — 250 — 100

Williamsport
WRAK . . . . 1370 — 250 — 100

York
WORK . . . . 1320 — 1,000 — 1,000

RHODE ISLAND

Providence
WEAN . . . . 780 — 5,000 — 1,000
WJAR . . . . 890 — 5,000 — 1,000
WPRO . . . . 630 — 1,000 — 500

SOUTH CAROLINA

Anderson
WAIM . . . 1200 — 100 — 100

Charleston
WCSC . . . 1360 — 1,000 — 500
†WTMA . . . . 1210 — 250 — 100

Columbia
†WCOS . . . . 1370 — 250 — 100
WIS . . . . . 560 — 5,000 — 1,000

Florence
WOLS . . . . 1200—D — 100 — ----

Greenville
WFBC . . . 1300 — 5,000 — 1,000

Rock Hill
†WRKL . . . . 1500—D — 100 — ----

Spartanburg
WSPA . . . . 920—D — 1,000 — ----

SOUTH DAKOTA

Aberdeen
KABR . . . . 1390 — 1,000 — 500

Brookings
KFDY . . . . 780—D — 1,000 — ----

Pierre
KGFX . . . . 630—D — 200 — ----

Rapid City
KOBH . . . . 1370 — 250 — 100
WCAT . . . . 1200—D — 100 — ----

Sioux Falls
KELO . . . . 1200 — 100 — 100
KSOO . . . . 1110 — 5,000 — L-5,000

Vermillion
KUSD . . . . 890 — 500 — 500

Watertown
KWTN . . . . 1210 — 100 — 100

Yankton
WNAX . . . . 570 — 5,000 — 1,000

Laredo
KPAB . . . . 1500 — 250 — 100

Longview
KFRO . . . . 1370—D — 250 — ----

Lubbock
KFYO . . . . 1310 — 250 — 100

Lufkin
KRBA . . . . 1310—D — 100 — ----

Midland
KRLH . . . . 1420—D — 100 — ----

Palestine
KNET . . . . 1420—D — 100 — ----

Pampa
KPDN . . . . 1310—D — 100 — ----

Paris
KPLT . . . . 1500—D — 250 — ----

Pecos
KIUN . . . . 1370 — 100 — 100

Port Arthur
KPAC . . . . 1260—D — 500 — ----

San Angelo
KGKL . . . . 1370 — 250 — 100

San Antonio
KABC . . . . 1420 — 250 — 100
KMAC . . . . 1370 — 250 — 100
KONO . . . . 1370 — 250 — 100
KTSA . . . . 550 — 5,000 — 1,000
WOAI . . . . 1190 — 50,000 — 50,000

Sherman
KRRV . . . . 1310—D — 250 — ----

Temple
KTEM . . . . 1370—D — 250 — ----

Texarkana
KCMC . . . . 1420 — 250 — 100

Tyler
KGKB . . . . 1500 — 250 — 100

Vernon
†KVWC . . . . 1500 — 100 — 100

Waco
WACO . . . . 1420 — 250 — 100

Weslaco
KRGV . . . . 1260 — 1,000 — 1,000

Wichita Falls
†KWFT . . . . 620 — 1,000 — 250

UTAH

Cedar City
KSUB . . . . 1310 — 100 — 100

Logan
KVNU . . . . 1200 — 100 — 100

Ogden
KLO . . . . 1400 — 500 — 500
*5,000 — *1,000

Price
KEUB . . . 1420 — 100 — 100

Salt Lake City
KDYL . . . . 1290 — 5,000 — 1,000
KSL . . . . . 1130 — 50,000 — 50,000
KUTA . . . . 1500 — 100 — 100

VERMONT

Burlington
WCAX . . . 1200 — 250 — 100

Rutland
WSYB . . . . 1500 — 100 — 100

Springfield
WNBX . . . . 1260 — 1,000 — 1,000

St. Albans
WQDM . . . 1390—D — 1,000 — ----

Waterbury
WDEV . . . 550—D — 500 — ----

VIRGINIA

Charlottesville
WCHV . . . 1420 — 250 — 100

Danville
WBTM . . . 1370 — 250 — 100

Harrisonburg
WSVA . . . 550—D — 500 — ----

Lynchburg
WLVA . . . 1200 — 250 — 100

Newport News
WGH . . . . 1310 — 250 — 100

Norfolk
WTAR . . . . 780 — 1,000 — 1,000
*5,000 — 1,00

WEAU 1080		1,000	L-1,000
Fond du Lac			
KFIZ 1420		100	100
Green Bay			
**WHBY 1200		250	100
WTAQ 1330		1,000	1,000
		*5,000	1,000
Janesville			
WCLO 1200		250	100
La Crosse			
WKBH 1380		1,000	1,000
Madison			
WHA . . . . . 940—D		*5,000*	----
WIBA 1280		5,000	1,000
Manitowoc			
WOMT 1210		100	100
Milwaukee			
WEMP 1310		100	100
WISN 1120		1,000	250
WTMJ 620		5,000	1,000
Poynette			
WIBU 1210		250	100
Racine			
WRJN 1370		250	100
Rice Lake			
†WJMC . . . . 1210—D		250	----
Sheboygan			
WHBL 1300		250	250
		*1,000	250
Stevens Point			
WLBL . . . . 900—D		*5,000*	----
Superior			
†WDSM . . . 1200		100	100
WEBC 1290		5,000	1,000
Wausau			
WSAU 1370		250	100

*(**CP authorizing move to Appleton, Wisc.)*

WYOMING

Casper			
KDFN . . . 1440		500	500
Rock Springs			
KVRS 1370		250	100
Sheridan			
KWYO . . . 1370		250	100

U. S. Possessions

ALASKA

Anchorage			
KFQD . . . 780		250	250
Fairbanks			
†KFAR . . . 610		1,000	1,000
Juneau			
KINY . . . 1430		250	250
Ketchikan			
KGBU . . . 900		500	500

PUERTO RICO

Mayaguez			
WPRA . . . 1370		250	100
Ponce			
WPRP . . . 1420		250	100
San Juan			
WKAQ . . . 1240		1,000	1,000
WNEL . . . 1290		2,500	1,000

HAWAII

Hilo			
KHBC . . . 1400		250	250
Honolulu			
KGMB . . . 1320		1,000	1,000
KGU 750		2,500	L-2,500
Lihue			
†KTOH . . . 1500		250	100

CANADA

ALBERTA

Calgary			
CFAC 930		1,000	1,000
CFCN 1030		10,000	10,000
CJCJ 690		100	100
Kirkland Lake			
CJKL 1310		100	100
	*560	*1,000	*1,000
London			
CFPL 730		100	100
North Bay			
CFCH 930		100	100
Ottawa			
CBO 880		1,000	1,000
CKCO 1010		100	100
Owen Sound			
†CFOS 1370		100	100
Prescott			
CFLC 930		100	100
St. Catharines			
CKTB 1200		100	100
Sault Ste. Marie			
CJIC 1500		100	100
Stratford			
CJCS 1210		50	50
Sudbury			
CKSO 780		1,000	1,000
Timmins			
CKGB 1420		100	100
	*1440	*1,000	*1,000
Toronto			
CBL 840		50,000	50,000
CBY 960		100	100
CFRB 690		10,000	10,000
CKCL 580		100	100
Waterloo-Kitchener			
CKCR 1510		100	100
Windsor			
CKLW 1030		5,000	5,000
Wingham			
CKNX 1200		100	100

PRINCE EDWARD ISLAND

Charlottetown			
CFCY 630		1,000	1,000
CHCK 1310		50	50
Summerside			
CHGS 1450		50	50

QUEBEC

Chicoutimi			
CBJ 1120		100	100
Hull			
CKCH 1210		100	100
Montreal			
CBF 910		50,000	50,000
CBM 1059		5,000	5,000
CFCF 600		500	500
CHLP 1120		100	100
CKAC 730		5,000	5,000
New Carlisle			
CHNC 610		1,000	1,000
Quebec			
CBV 950		1,000	1,000
CHRC 580		100	100
CKCV 1310		100	100
Rimouski			
CJBR 1030		1,000	1,000
Rouyn			
†CKRN 1370		100	100
Ste. Anne de la Pocatiere			
†CHGB 1200		100	100
Sherbrooke			
CHLT 1210		250	250
Three Rivers			
CHLN 1420		100	100

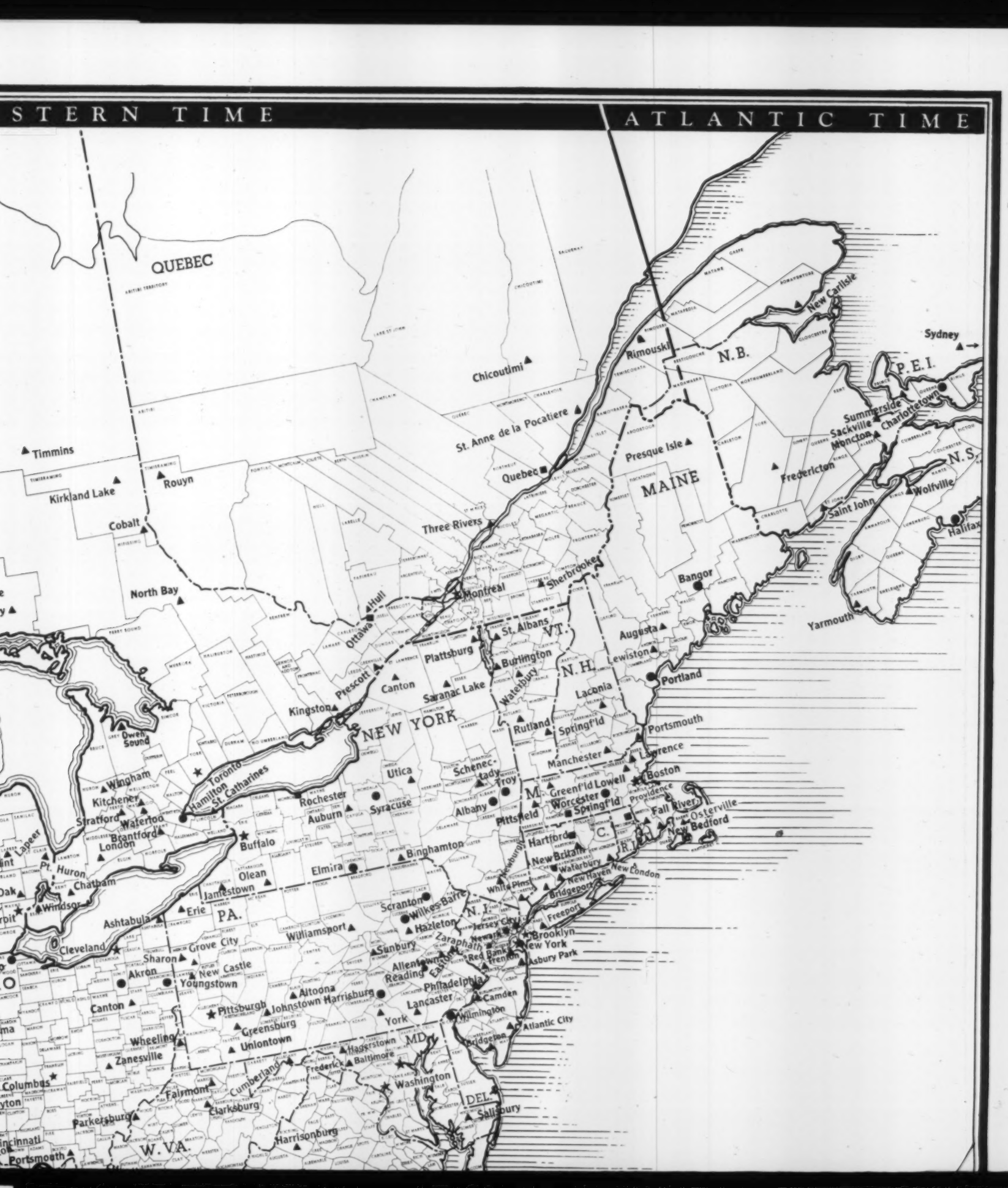
SASKATCHEWAN

Moose Jaw			
CHAB 1200		100	100
		*250	100
North Battleford			
†CHNB 1420		100	100
Prince Albert			
CKBI 1210		100	100
Regina			
CJRM 540		1,000	1,000
CKCK 1010		1,000	1,000
Saskatoon			
†CBK 540		50,000	50,000
CFQC 840		1,000	1,000
Yorkton			
CJGX 1390		100	100

PACIFIC TIME
MOU
Prince Rupert
Nelson
BRITISH COLUMBIA
Kamloops
Grand Prairie
ALBERTA
Calgary
Kelowna
Vancouver
Chilliwack
Victoria
Bellingham
Trail
Lethbridge
WASH.
MONT
Everett
Seattle
Tacoma
Aberdeen
Wenatchee
Kalispell
Olympia
Spokane
Coeur d'Alene
Wallace
Centralia
Yakima
Pullman
Great
Astoria
Longview
Vancouver
Portland
Missoula
Walla Walla
Lewiston
IDAHO
Helena
Salem
ORE.
Corvallis
La Grande
Butte
Eugene
Baker
Roseburg
Bend
Marshfield
Nampa
Boise
Medford
Klamath Falls
Idaho Falls
CAL.
Twin Falls
Pocatello
NEV.
Eureka
Redding
UTAH
Logan
Ogden
Chico
Salt Lake City
Reno
Santa Rosa
Sacramento
San Francisco
Berkeley
Stockton
Oakland
Modesto

UNTAIN TIME
CENTRAL TI
Edmonton
North Battleford
Prince Albert
Flin Flon
MANITOBA
SASKATCHEWAN
Saskatoon
Yorkton
Regina
Moose Jaw
Winnipeg
Brandon
Wolf Point
N. D.
Minot
Devils Lake
MINN.
Grand Forks
Bismarck
Valley City
Fargo
Moorhead
Mandan
Jamestown
Fergus Falls
Billings
S. D.
Aberdeen
WYO.
Sheridan
Watertown
Pierre
Brookings
Rapid City
Sioux Falls
IOWA
Casper
Yankton
Vermillion
NEB.
Sioux City
Rock Springs
Norfolk
Scottsbluff
North Platte
Omaha
Grand Island
Kearney
Lincoln
COL.
Sterling
Clay Center
Greeley
Denver
KAN.
Grand Junction

CENTRAL TIME
EA
Flin Flon
MANITOBA
ONTARIO
Yorkton
Regina
Winnipeg
Brandon
Kenora
Ft. William
N. D.
Minot
Devils Lake
MINN.
Grand Forks
Virginia
Hibbing
Calumet
Sault Ste. Marie
Sudbury
Bismarck
Valley City
Fargo
Moorhead
Mandan
Jamestown
Duluth
Superior
WISC.
Ironwood
Marquette
Fergus Falls
S. D.
Aberdeen
St. Cloud
Rice Lake
Watertown
Minneapolis
St. Paul
Wausau
Eau Claire
Green Bay
Stevens Point
Appleton
MICH.
Pierre
Brookings
Mankato
Northfield
Rochester
Winona
La Crosse
Manitowoc
Sheboygan
Fond du Lac
Bay City
Rapid City
Sioux Falls
Albert Lea
Poynette
Saginaw
Muskegon
Milwaukee
Grand Rapids
E. Lansing
Decorah
Madison
Racine
Lansing
Yankton
Vermillion
IOWA
Mason City
Janesville
Jackson
NEB.
Dubuque
E. Dubuque
Rockford
Battle Creek
Kalamazoo
Sioux City
Boone
Ames
Cedar Rapids
Chicago
Gary
Elkhart
Toledo
Scottsbluff
Norfolk
Marshalltown
Aurora
Cicero
S. Bend
OHIO
Des Moines
Iowa City
Davenport
ILL.
Joliet
Hammond
Rock Island
Ft. Wayne
North Platte
Council Bluffs
Omaha
IND.
Grand Island
Galesburg
Peoria
Kearney
Lincoln
Shenandoah
Carthage
Champaign
W. Lafayette
Danville
Anderson
Muncie
Clay Center
Bloomington
Decatur
Urbana
Richmond
MO.
Quincy
Tuscola
Indianapolis
St. Joseph
Springfield
KAN.
Terre Haute


STERN TIME
ATLANTIC TIME
QUEBEC
Timmins
Kirkland Lake
Rouyn
Cobalt
North Bay
Chicoutimi
St. Anne de la Pocatiere
Quebec
Three Rivers
Montreal
Hull
Ottawa
Sherbrooke
Rimouski
New Carlisle
Sydney
N.B.
P.E.I.
Summerside
Charlottetown
Sackville
Moncton
Presque Isle
MAINE
Fredericton
N.S.
Wolfville
Saint John
Halifax
Bangor
Yarmouth
Augusta
Lewiston
Portland
Portsmouth
Laconia
Springf'ld
Manchester
Lawrence
Boston
Greenf'ld
Lowell
Worcester
Springfld
Providence
Fall River
Osterville
New Bedford
Hartford
New Britain
Waterbury
New Haven
New London
Bridgeport
White Plns
Freeport
Brooklyn
New York
Asbury Park
Jersey City
Newark
Red Bank
Trenton
Philadelphia
Camden
Wilmington
Atlantic City
Bridgeton
Lancaster
York
Allentown
Reading
Easton
Sunbury
Williamsport
Hazleton
Scranton
Wilkes-Barre
Zaraphath
Harrisburg
Altoona
Johnstown
Pittsburgh
Greensburg
Uniontown
Washington
Frederick
Baltimore
Haggerstown
Cumberland
Fairmont
Clarksburg
Parkersburg
Harrisonburg
Salisbury
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MD.
N.J.
PA.
W. VA.
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Youngstown
New Castle
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Grove City
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Erie
Jamestown
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Utica
Rochester
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Auburn
Pittsfield
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N.H.
Plattsburg
Canton
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Waterbury
Prescott
Kingston
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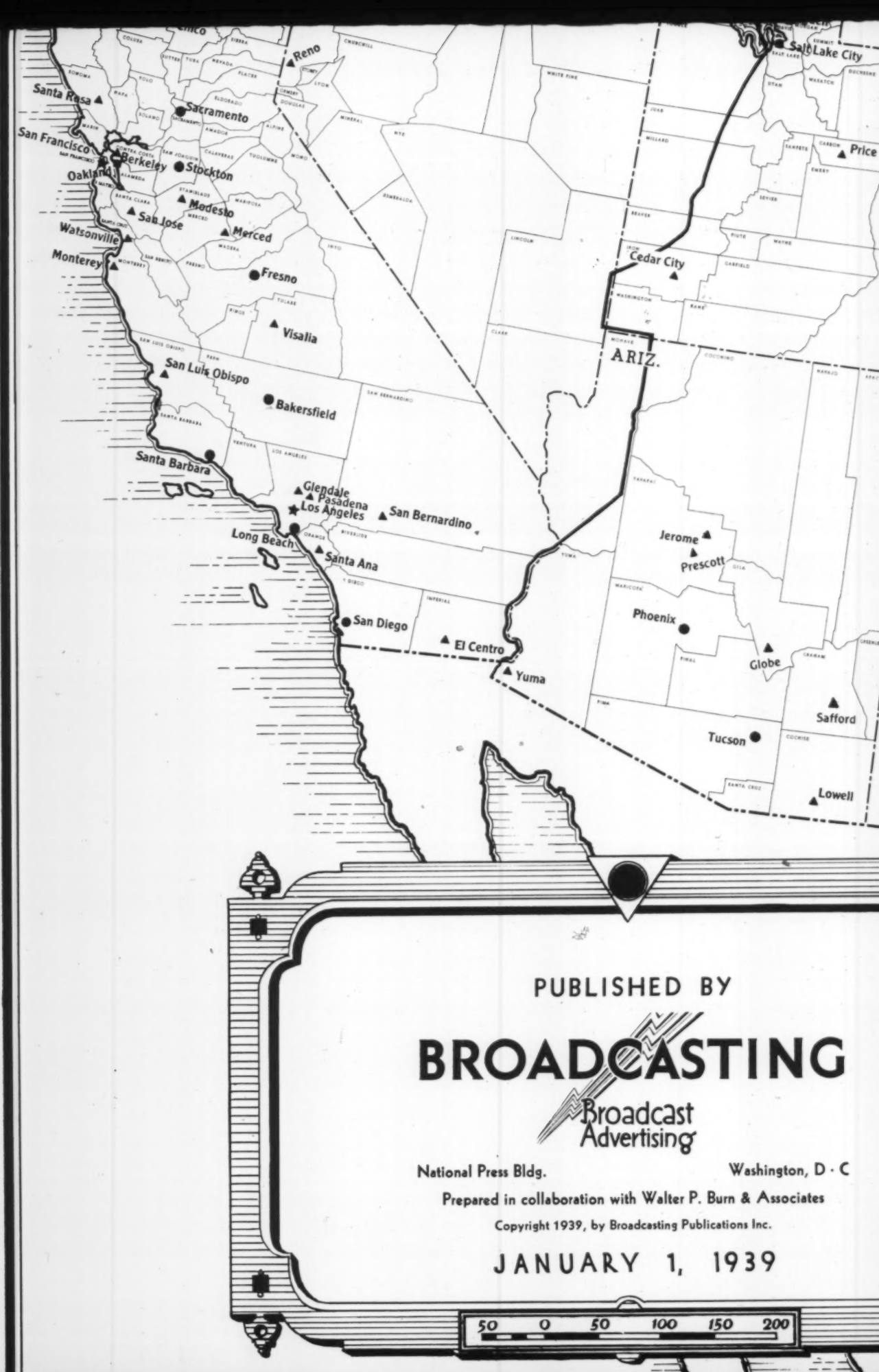
Brantford
London
Lapeer
Pt. Huron
Chatham
Windsor
NEW YORK
M.
C.
R.I.


Reno
Salt Lake City
Santa Rosa
Sacramento
San Francisco
Berkeley
Stockton
Oakland
Price
Modesto
San Jose
Merced
Watsonville
Monterey
Fresno
Cedar City
Visalia
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CITIES WITH R

RADIO BROADCAST STATION

XUM

CITIES HAVING

- ▲ ONE STATION
- ● TWO STATIONS
- ■ THREE STATIONS
- ★ FOUR OR MORE STATIONS

O C A S T S T A T I O N S I N T H E U N I T E D

STATES AND CANADA

Proposed New FCC Rules Well Received

Years License, Horizontal Increases For Regionals Are Included In Committee's Report

RECOMMENDATIONS "generally satisfactory" to the industry as a whole have been made to the FCC by its special committee on proposed new rules and regulations to govern broadcasting.

Hewing closely to basic principles urged by the broadcasting industry at the "superpower" hearings last June, the three-man committee released its preliminary report explaining its recommendations Jan. 18. Recognition of broadcasting as a business is the underlying theme.

Highlights of the committee recommendations are:

1. Retention of the limit of 50,000 watts as maximum power, on economic rather than technical grounds, until adequate data is procured on the economic and social effects of superpower upon the entire structure of radio.

2. Retention of 25 channels in the "clear" category for exclusive use of stations of power of not less than 50,000 watts, with 19 others formerly clear or high-power regional for duplicated operation. All such channels would be known as Class I, despite the duplication, rather than I-A and I-B as originally specified.

3. One-year licenses for broadcast stations in lieu of existing six-month tenures. The law permits three-year licenses.

4. Horizontal increases in power for regional stations from 1,000 to 5,000 watts at night and for local stations from 100 to 250 watts at night where engineeringly and economically feasible.

5. A hands-off policy on newspaper ownership of stations except to consider the advisability of requiring every station licensee to be a separate corporate entity and continue to study newspaper ownership and the economic effect of radio upon newspapers. Radio competition with established newspapers should be considered in future hearings, particularly in small communities.

6. Permanent establishment of financial, employment and program reports from stations to be compiled by the FCC.

7. Holding of a hearing on program standards and procedure for making them effective at some future time with no definite prescription for standards now, though examples are cited.

8. Endorsement of the network principle of program distribution but with emphasis on the necessity for each station to provide adequate local service.

9. Recognition of transcriptions as a means of affording desirable program service to communities otherwise not having such service available, but with an admonition that care be taken to safeguard against destruction of live talent programs both national and local to the discouragement of local employment.

10. Ban on absentee ownership of stations, proposed in the draft rules, called unsound and its deletion recommended. Recognizing broadcasting as a "specialized profession", the committee recommended that the local resident be given preference on proper showing but that absentee ownership be not barred.

11. Flexibility insofar as protection is concerned for regional stations located in areas of scattered population to enable them to cover their normal markets, irrespective of proposed limitation on coverage in the new rules.

12. Recognition of "sound business principles" in regulating broadcasting, together with the recommendation that definite showings of economic support for new or increased facilities be made at all hearings.

Some Opposition

The committee which submitted the report comprised Commissioners Case as chairman, Craven as vice-chairman, and Payne. Hearings were held June 6-30, during which a half-million words of testimony and some 500 exhibits analyzing industry activities, radio coverage and the positions of various groups in the industry with respect to the proposed rules were presented. All told, 35 witnesses appeared for the various station groups, stations and non-operating companies. Chairman McNinch was an ex-officio member but did not participate in the writing of the report or sit during all the hearings.

Little general opposition to the committee's recommendations is foreseen. Obviously, there will be criticism of certain of the recommendations. For example, the recommended 50 kw. ceiling on power hardly coincides with the pleas made on behalf of WLW or of NBC. Similarly, the recommendation that the nomenclature of so-called clear channel stations be changed so that the 25 actual clear plus the 19 duplicated channels will be known as "Class I" probably will not satisfy WOR, New York, and WCAU, Philadelphia, which made special pleas for Class I-A, or totally clear classification. As originally planned, the proposed rules provided that entirely clear channels be listed as I-A while those duplicated would be designated as I-B.

While the National Association of Regional Broadcast Stations made a vigorous plea for elimination of clear channels altogether, and duplication even on the 25 proposed for clear opeartions, it is hardly felt the group will continue its fight for a complete breakdown of clear channels in the final rules.

A proposed rule said to be sponsored by Commissioner Payne, which would have permitted the Commission to "require" particular types of cultural programs as a condition precedent to procuring a license or an increase in facilities, was knocked out bodily by the committee as one bordering on censorship. The proposal was sharply criticized during the hearings as one which flew in the face of the anti-censorship provision of the statute.

The other rule suggested for deletion was that specifying that an applicant for a local station must be a resident in and familiar with the needs of the community served. This was attacked generally on the grounds that it discriminated against one particular class of station licensee.

Delay Is Likely

Though the report bears the signature of the three members, it appears to be largely the work of Commissioner Craven, who was the central figure during the hearings and who, as former chief engineer, was principally interested in the laying down of new standards. Moreover, the economic and social phases of the report, as reflected in the rules, follow closely Comdr. Craven's far-reaching report on that broad subject drafted while he was chief engineer and issued in July 1937.

All things considered, it is difficult to see how the rules themselves can be finally approved for some months—perhaps a year. In the first place, they tie directly into the Havana broadcasting agreement which entails a reallocation of broadcasting facilities in this country. Actual placing in effect of the treaty terms is not necessary before the rules become effective, although that would be the ideal situation.

The treaty already has been ratified by Canada, Cuba and the United States and appears slated for early administrative approval by Mexico. Under its own terms, the treaty would become effective one year from its sanctioning by Mexico and it appears likely that perhaps all of that time will be needed before the rules can be promulgated. The rules themselves will specify the new frequency assignments of stations as provided in the Havana Treaty in parallel with existing assignments. The rules would apply to the existing assignments until such time as the treaty becomes effective and the Commission shifts frequencies.

Under normal procedure, all parties in interest would have 20 days in which to file exceptions to the recommendations made by the committee. That time probably will not start until after the committee releases the revised standards of good engineering practice, which are entwined in the rules but which under present plans will not be made public for another fortnight.

Moreover, because of the volume of data encompassed not only in the proposed rules themselves, the standards of engineering practice and the separate report (Part 1) dealing with the rules, it is expected that an additional 20 days may be granted for the filing of exceptions.

A Matter of Release

And after the filing of exceptions, oral arguments before the full Commission will be in order. Time obviously would be allowed for preparation and another 60 days might elapse after the filing of exceptions before arguments are set. The Commission then would be in a position to write the rules for promulgation but here again briefs might be requested from all parties because of the magnitude and scope of the subject and a vast amount of detail work would have to be undertaken by the Commission staff before final action. Thus it is expected the rules could not finally be promulgated, barring any unforeseen delays, until toward the end of the year or possibly in early 1940.

Another internal by-play developed with the release by the committee of Part I of its report, containing the scope and nature of the proposed rules. In deep secrecy, the committee had the report mimeographed and released Jan. 18 without the knowledge of the other members of the Commission or its newly-constituted Information Section. There were reports that sharp words resulted over this action since Chairman McNinch, under the new order, has the information office under his immediate jurisdiction with all releases to emanate there.

Because of the heavy job of mimeographing and routine handling, the committee explained in releasing the first part of the report that the second part, containing the actual rules and summary of evidence presented, would not be available for another two weeks, with the standards of good engineering practice to follow in another fortnight.

The committee explained that the proposed rules and standards arose from the informal engineering conference held in October 1936 before the Broadcast Division of the FCC. Then, on Jan. 11, 1937, the Engineering Department submitted its preliminary engineering report. This was followed on July 1 by Commissioner Craven's report on social and economic data. Subsequently, the superpower hearing was held and the new recommendations not only derived their basis from the hearings last June but from the preceding sessions dealing with the same broad subject.

Superpower assumed an impor-

(*Continued on page 70*)

XUM

Still Another Questionnaire Now Being Prepared by FCC

Facts for 1938 to Be Sought in Elaborate Set Of Questions Covering All Operating Phases

THE QUESTIONNAIRE bombardment of the FCC will reach a new high early in February when another, covering financial, personnel and programs statistics for the year 1938, will be dispatched to all licensed stations. To cover 10 to 15 mimeographed pages, the questionnaire will conform closely to that sent out last spring covering 1937 business, employment and program breakdowns.

Developed by the Accounting Department after protracted conversations with the NAB Accounting Committee, the new schedules will be dispatched on a 30-day deadline. Their return early in March probably will be required.

One important new phase will be the requirement of a balance sheet of each station's operations. There will be other questions of a clarifying nature, it is understood, and the form generally will be improved from the Commission standpoint by virtue of the experience gleaned from the last undertaking which was used as basic material for the hearings last June before the FCC Committee on Rules and Regulations.

Goes Into Details

The plan is to use the returns in lieu of financial statements which heretofore have been requested to accompany applications for license renewals. Moreover, it is expected that the Commission will not grant extensions beyond the date on which the returns are requested because the new rules regarding license renewals are interwoven in this procedure.

Such factors as salaries drawn by owners of stations who may or may not serve actively will be sought. Also more detailed information on program costs and breakdowns and on network compensation will be demanded. The form for 1938 business asked simply for revenue derived from networks whereas the new one will ask revenue from each network, whether national, regional or state.

The Commission will seek this detailed information under its construction of the section of the Communications Act authorizing it to determine the financial qualification of licensees. Some question has arisen regarding the establishment of an annual practice of collecting material of this kind in view of another provision of the law which specifies that the Commission shall give publicity to all information it receives regularly save that of a confidential nature bearing on national defense. Presumably, for that reason it is seeking the information in lieu of the requirement for financial statements in connection with applications for license renewals.

Thus the questionnaire may be regarded as the second of a series rather than the second annual questionnaire, until such time as the law may be clarified on this point. The Commission feels it is dependent upon the cooperation of licensees in procuring this data and apparently does not want to be in the position of risking disclosure of individual returns because of that provision of the law.

The new form will closely parallel that sent out last year because stations have not yet been placed on notice as to the type of detailed information the Commission would like to have. In other words, it feels it would be unable to procure any more complete data unless stations kept books which would supply it.

After receipt of the returns for the 1938 form, the Commission's Accounting Department plans to develop a new schedule covering the data it will seek for 1939, to be supplied at the close of the year or shortly thereafter. Stations then would be on notice to establish their bookkeeping methods accordingly.

Meanwhile, it was estimated that possibly two-thirds of the stations have submitted their replies to the provocative questionnaire of Jan. 5—due Jan. 25—going into ownership, operations policies and personnel background. Despite a storm of protest for more time, no extension was given, though the Commission probably does not intend to take action against those failing to meet the deadline.

Liggett to Extend

LIGGETT DRUG Co., New York, which recently started sponsorship of three quarter-hours of Phil Cook's *Morning Almanac* program on WABC, New York, is planning to extend its campaign to eight or ten cities carrying various morning programs with Washington as the first city scheduled. Further details of the campaign will be announced early in February. Neff-Rogow, New York, places the account.

Reiter Starts as Rep

VIRGIL REITER, who recently resigned from the Chicago office of Transamerican Broadcasting & Television Corp., has opened his own station representative firm, with offices in the Wrigley Building, Chicago. Effective immediately he will assume representation of WCAU, Philadelphia.

Pine Tar Spots

FOLEY & Co., Chicago (Pine Tar & Honey), has started five spot announcements weekly on WHK, Cleveland. It is understood that the campaign will be expanded in the near future. Lauesen & Solomon, Chicago, is agency.

SKRUDLAND Foto Service, Chicago (photograph enlargements), on Jan. 25 started quarter-hour daily participations on WLS WMMN KFRU WGRM KGCU WOMI XEPN. Selviair Broadcasting System, Chicago, is agency.

DR. W. B. CALDWELL, Monticello, Ill. (Syrup Pepsin) has appointed Benton & Bowles, Chicago, to handle its advertising.

FCC Must Rule on Economic Question When Raised, Court of Appeals Rules

THE FCC is legally bound to make appropriate findings as to economic injury when that issue is raised in broadcast applications involving new or improved facilities in a given locality, the U. S. Court of Appeals for the District Columbia held Jan. 23 in a strong opinion reversing and remanding the Commission's decision granting the application of the *Telegraph Herald* for a new station in Dubuque, Iowa.

Calling the Commission's decision "arbitrary and capricious", the court in substance sustained the plea of WKBB, Dubuque local, that it would suffer ruinous competition and that the Commission had not taken this squarely into account. The newspaper grant of July 27, 1937, which was set aside and remanded, was for a daytime station on 1340 kc. with 500 watts, to which the call KDTH already had been assigned. WKBB operates on 1500 kc. with 250 watts day, and 100 watts night, and is a CBS outlet.

When the FCC granted the *Telegraph Herald* construction permit, it simultaneously authorized WKBB to move across the Mississippi River from E. Dubuque, Ill. to Dubuque, Iowa. WKBB petitioned for a rehearing on the *Telegraph Herald* application which was denied.

The opinion, written by Associate Justice Justin Miller and concurred in by Chief Justice Groner and Associate Justice Vinson, brought out that WKBB alleged, among other things, that the Commission erred in failing to find there is inadequate and insufficient economic support in Dubuque for the *Telegraph Herald* station; that the new station's operation would result in a financial and economic injury, a large loss of operating revenue to WKBB, and impair the service rendered by WKBB.

Economic Injury

It also contended the Commission erred in failing to find that WKBB in the past has lost large sums of money through operation of the station and at present is failing to earn sufficient money to pay operating expenses and fixed charges. Finally, it was contended the Commission erred in failing to find by written findings that the *Telegraph Herald* grant would adversely affect WKBB and not serve the public interest.

Holding these reasons "clearly adequate to present an issue" of economic injury to an existing station through the establishment of an additional station, the court said WKBB correctly contends the Commission's findings were insufficient to support the newspaper grant "insofar as it relates to intervener's (*Telegraph Herald*) application, since no finding was

(*Continued on page 84*)

Agencies Studying Recording by Film

Ruthrauff & Ryan Is Planning Test for Ironized Yeast

INQUIRIES from Ruthrauff & Ryan, sent recently to a number of stations asking whether they had installed or were planning installation of Millerfilm equipment for reproducing sound recorded on tape, have focused attention on this new method of recording, which was brought to America last year [BROADCASTING, Sept. 15] following several years' successful operation in Europe. The system is attracting attention of agency production men because of its flexibility which enables editing a program without rerecording, deletions and additions to the show being made easily by cutting and pasting together the film.

Ruthrauff & Ryan Test

Ruthrauff & Ryan is planning to make half-hour off-the-air recordings of the 60-minute *Good Will Hour*, broadcast on MBS each Sunday evening, for use in supplementary markets for the sponsor, Ironized Yeast Co. Cutting an hour show in half by wax recordings would be almost impossible, whereas it can be done easily via film, hence the agency's interest in this type of record and their letters to the stations. The agency explained to BROADCASTING that it had no intention of forcing any station to install Millerfilm equipment in order to get its business and that as far as this particular program is concerned when the station list is made up the agency will dub the program from the film onto wax for use by those stations which do not have the film reproducers.

David Chrisman, commercial manager of Miller Broadcasting System, said the company is not selling the machines to stations, but is installing them on the basis that the station pay to the company a 15% commission on all commercial programs on film supplied to it. The plan is quite similar to that of the Mutual network, with which he was formerly connected, Mr. Chrisman explained. His organization installs the reproducers, sells the sponsors, produces the programs and then sends them to the station at card rates in return for the 15%. At this time the company has installed machines at the Don Lee stations on the West Coast, the Iowa Network stations, WTAG WOKO WSYR WOL and WFIL and reports that negotiations are under way for installations at some additional stations.

Station representatives are somewhat concerned over the advent of tape broadcasting, fearing that the fee paid to the recorder may cut into their own commissions, the situation being comparable to that which prevailed last fall when World announced the launching of its Gold Group, which also requires a 15% commission from affiliates.

Miller Broadcasting System lists its directors as follows: A. H. Diebold, Lincoln Epworth, C. M. Finney, E. Frank Hummert, Hunter S. Marston, James A. Miller, George R. Smith and Jacques Vinmont.

Armstrong Soon to Start Staticless Radio

Broad Claims for New System Are Made

By BRUCE ROBERTSON

STATICLESS radio, offering the reproduction of voice or music free from any interference, either from nature's electrical storms or man's electrical devices, will step out of the laboratory and into the open air this spring when W2XMN, the world's first high-powered, frequency modulated transmitter, begins a regular schedule of broadcasting.

Maj. Armstrong

Latest brainchild of Maj. E. H. Armstrong, professor of electrical engineering at Columbia University, who previously has given radio its feedback, superregenerative and superheterodyne circuits, frequency modulation is claimed to answer the prayer of every set-owner for freedom from the crackles and frying noises.

To the broadcaster, frequency modulation may mean clear coverage of a primary area of 100 miles radius from his transmitter, with no fading or interference, even from another station on the same band. Under the present system of amplitude modulation, interference of less than 5% of the strength of the broadcast signal can be extremely annoying. Under the Armstrong system of frequency modulation, it takes a 50% interference factor to cause unpleasant noise, he holds.

Requires Wide Band

At present, stations sharing a wave length must be widely separated and their primary service areas much smaller than the intervening interference area. With frequency modulation, the interference area is practically eliminated and stations sharing a wave band might be located in cities as close as New York and Philadelphia without interfering with each other's signal to the discomfort of the listening audience of either station. Frequency modulation, however, requires a frequency five times as wide as amplitude.

General Electric engineers recently set up two experimental frequency modulated transmitters at Albany and Schenectady, only 15 miles apart, both operating on the same wave band but each sending out a different program, the Albany station with 150 watts, the Schenectady station with 50 watts. Driving a test car between the two, the engineers found that for 10.8 miles out of Albany they received only the program of that station and for 2.7 miles out of Schenectady only the program of that station. In the intervening 1½ miles they heard both signals intermittently but at practically no point did they find any interference, since wherever one signal was less than half the strength of the other only the stronger could be heard and a movement of a few feet in one direction or the other was enough to bring in one or the other station without any interference.

A technical explanation of the difference between amplitude and frequency modulation is something that only an experienced radio engineer can either give or understand. But in essence the difference is that under the amplitude system now in use we broadcast on a fixed frequency with a variable power, whereas under his frequency modulation system Maj. Armstrong broadcasts with constant power on a variable frequency. Each frequency modulated station requires a band with a width of 200,000 cycles. Therefore, these stations must be located in the ultra-high frequencies, where such separation is possible. The present broadcast band, from 550 kc. to 1550 kc., would accomodate only five such channels.

Suppose a note with a frequency of 1,000 cycles were to be whistled into a microphone for broadcasting by amplitude modulation. It would be broadcast on the single frequency assigned to the station, but the power of the signal would fluctuate 1,000 times a second, widely if loud and narrowly if soft. The control engineer would "ride the gain", softening an over-loud note to prevent "blasting" or stepping up a too-soft note to make it audible. If, however, the same note were whistled into a microphone for broadcasting by frequency modulation, Maj. Armstrong pointed out, it would go out with consistent power but with the frequency of the broadcast wave swinging back and forth 1,000 times a second across the 200,000-cycle band. If the note were very loud the wave might fluctuate nearly the whole 200 kc. range; if very soft the swing might be only a few cycles.

1,000 FEET above sea level stands this new 94-foot radiating system and transmitter house for the experimental frequency-modulated transmitter which WDRC, Hartford, is constructing atop Meriden Mountain, near Meriden, Conn., using the method devised by Prof. Edwin H. Armstrong. Dr. Franklin Doolittle, operator of WDRC, who has taken a keen interest in the new system, reports that experiments with this transmitter will start in early spring. Also, John Shepard 3rd reports that his station, using the Armstrong system, is now being built at Mt. Asnebumskit, Paxton, Mass., and will be on the air in about two months.

This, says Maj. Armstrong, is another advantage of his system. Not only does his superimposed wave eliminate the interference of natural or man-made static, but it relieves the studio engineer of the need of editing music programs.

Regarding coverage, Maj. Armstrong states that tests have shown a steady signal without fading or interference up to 100 miles for experimental broadcasts with 20 kw. power. Using a new type of antenna tower that concentrates the broadcast waves along the earth's surface, he has eliminated the sky waves and with them the secondary coverage areas where signals fade and are uncertain. If his system replaces the present broadcasting methods, which he predicts will happen within the next five years, station coverage maps will then show larger primary

(*Continued on page 56*)

W2XMN, the Armstrong frequency modulated station, is operating from this antenna atop the Palisades on the Hudson. The tower, 400 feet high and with 150-foot crossarms, can be seen from Riverside Drive, Manhattan.

Added Facts on Frequency Modulation Sought Before Allocations Are Made

BEFORE definite allocations are made in the ultra-high frequencies for broadcast operations, destined to be the haven of future broadcasting, more data on experimental stations using frequency modulation as opposed to the conventional amplitude modulation will be necessary, in the opinion of Government experts.

While present experience, based largely on the experiments of Dr. Edwin H. Armstrong, of New York, inventor of the superheterodyne circuit, indicates decided advantages from the standpoint of coverage and reduced interference for frequency modulation, it is generally felt that insufficient data is available. Consequently, proposals for regular allocations of frequencies in the ultra-highs for frequency modulation probably will be held in abeyance by the FCC until it has additional basic data.

Because experimenters in amplitude modulation, with so-called "apex" or high-frequency broadcast stations, have been unusually successful, the feeling apparently prevails that frequency modulation work should be expedited lest the amplitude experimenters become too firmly entrenched and the public as well as the industry makes too great an investment.

FCC Notes Advantages

In its last annual report, the FCC stated that available data on frequency modulation indicated "a material gain in the effectiveness of reception through static, especially the type of static resulting from nearby thunderstorms and from some types of man-made electrical disturbances." It was also stated that the signal-to-noise ratio necessary for satisfactory reception is considerably less than that required for the same reception with amplitude modulation, resulting in good reception at greater distances from the transmitter and a correspondingly larger service area for the same power used at the transmitter. Against these apparent advantages, however, the Commission pointed out that the band width required for frequency modulation is five times as great as that used for amplitude and it must be determined before definite allocations are made whether these factors outweigh the necessary "hogging" of the ether for frequency modulation.

About a score of stations are licensed for amplitude experiments with apex stations and several are obtaining highly satisfactory results, notably WWJ, Detroit; WKY, Oklahoma City, and WBEN, Buffalo. Many "adapters" for conventional sets, which pick up the apex signals, have been sold in areas where this type of service is provided, it is reported.

Apparently the FCC Engineering Department has in mind speeding up frequency modulation experiments before the amplitude experimenters become too well set from the equipment standpoint, which would render a change to the other system, if found desirable, far more difficult.

Dr. Armstrong has been conducting his experiments over W2XMN, North of Alpine, N. J., and recently has been demonstrating the research he has been carrying on. On Jan. 11, a group of Washington officials, including Lieut. E. K.

(*Continued on page 48*)

Columbia U Starts Radio News Study

COLUMBIA University's Graduate School of Journalism takes cognizance of "audible journalism" for the first time with the introduction next semester of a course in radio news writing, announced Jan. 25 by Dean Carl W. Ackerman. The course will be directed by Paul W. White, director of special events and public affairs of CBS. Mr. White's course will enable students to write their own news programs as well as analyze recorded news broadcasts, and will also cover the fields of news dramatization, newspaper-radio relationships and radio's effect on public opinion.

Mr. White

"In our estimation," said Dean Ackerman, "the essence of journalism is communication or, more particularly, the transmission and distribution of information and knowledge. We have been receiving radio news broadcasts in our classrooms since 1931. The technical means by which the transmission and distribution of information are achieved, whether by the printing press or by radio, pictures, the screen, television or facsimile, is becoming increasingly important to the journalist. Therefore, our courses of study must be more and more closely related to all the new technical developments in journalism as they come into general use."

National Drive Started For Washington Apples

WASHINGTON State Apple Commission, Seattle, in mid-January started a major advertising campaign using radio, billboards, newspapers and national magazines. Approximately 30 stations in key cities throughout the country are broadcasting three times weekly a transcribed program, *The Health Column of the Air*. The program deals in health talks by a prominent physician who points out how Washington apples help protect consumers against winter and spring digestive upsets. The Commission is also offering retailers a full line of new store display materials featuring Winesap Apples for the spring. Account is handled by J. Walter Thompson Co., Seattle.

Drive for Prunes

PRUNE PRORATION ZONE No. 1, representing the prune growers of California, through its program committee, has appointed Lord & Thomas, San Francisco, to direct a national advertising campaign. It is understood the appropriation will be approximately $100,000. Radio and newspapers will be used, principally in eastern cities.

Pecan Feast on Spots

ROCKWOOD & Co., Brooklyn (Pecan Feast) has started a second radio campaign, participating in early morning news and musical programs on WTIC WOKO WPRO WFBL WGBI WDEL WTMJ. Federal Adv. Agency, New York, is agency.

COVERAGE OF CAVALIER SINKING

By Networks and Stations Gives World First-Hand Version of Dramatic Plane Tragedy

CBS, NBC and MBS, in addition to local stations in the New York area, all carried special bulletins covering the news of the crash of the Imperial Airways seaplane *Cavalier*, which was eastbound from New York to Bermuda, and reported by radio at 1:13 p. m. on Jan. 21 that it was "sinking". The 10 survivors were rescued by the tanker *Esso Baytown* 10 hours later, and their arrival in New York on Jan. 23 was covered by the networks when interviews were held with the members of the crew and the survivors.

CBS carried the first public announcement of the list of survivors from the *Cavalier* on Sunday morning after the crash at 2:50 a. m., which the network received from Coast Guard sources. Announcers Bob Trout and George Putnam interviewed Captain Frank H. Spurr and members of the crew of the *Baytown* on CBS as they arrived at Pier 9 in the East River on Monday.

NBC brought its radio audience the complete story from the Coast Guard Cutter *Champlain*, from the tug-boat *Elizabeth Moran* which was sent out to meet the tanker, with bulletins and with announcements and interviews by Ben Grauer, NBC announcer. For WOR, Newark, Dave Driscoll and Al Josephy interviewed the crew, and flashed continuous news bulletins.

On Tuesday, Jan. 24, WOR obtained an exclusive recorded interview with Neil Richardson, co-pilot, which was aired on the station's 11:45 a. m. news program. MBS, the same evening, rebroadcast the recording and relayed the interview to England via W1XAL, Boston.

After the news of the rescue by the Esso tanker was received in New York, one-minute commercials were immediately written by Marschalk & Pratt, New York, for the *Esso Reporter* news broadcasts, and were aired on Monday on the 8 a. m., 12 noon, 6 p. m. and 11 p. m. programs on 26 stations carrying the *Reporter*, to tie in with UP news reports of the disaster. The commercials were in the form of congratulatory messages from all employees of Esso marketers to the captain and crew of the *Baytown* for their excellent rescue work.

Rensselaer Seeking Satellite Station In Proposed Tieup with WABY, WOKO

A UNIQUE corporate and operating tieup between Rensselaer Polytechnic Institute, operating WHAZ, Troy, N. Y., with WABY and WOKO, in Albany, whereby the famous technical school becomes a partner in the operation of WABY while providing both Albany stations with educational features, was announced Jan. 20.

Under the plan the FCC will be asked to authorize a "satellite" or booster station for WABY, which operates with 100 watts night and 250 day on 1370 kc., to be built on the Institute campus at Troy. WHAZ, which shares the 1300 kc. channel with WEVD, New York, and WBBR, Brooklyn, using 1,000 watts, remains in the hands of the university but its programs will be handled by Harold E. Smith, executive head of WABY.

Mr. Smith is also director of WOKO, Albany regional, which is not affected by the corporate arrangement except that Rensselaer will secure one hour a week of time on that station in addition to three hours weekly on WABY.

The corporate arrangement calls for a gift of 25% of the capital stock of Adirondack Broadcasting Co., licensee of WABY, to Rensselaer. The call letters of WABY may be changed to one "more significant of the new character."

The surrender of the stock in WABY, for which there is no cash consideration, means that Harold Smith will give up 17½ shares; R. M. Curtis, 17½ shares; the *Albany Knickerbocker Press-Evening News* (Gannett), 10 shares, and O. T. Griffin 5 shares. The aggregate amounts to exactly 25% of the stock.

With Mr. Smith and his WABY-WOKO staffs taking over the Monday evening WHAZ broadcasts, said Dr. William Otis Hotchkiss, president of Rensselaer, the advantage to the Institute will be that students interested in radio announcing and broadcasting will be able to observe station operation our listening audiences."

"Under this new plan, moreover," he added, "instead of being limited to only one evening a week [WHAZ's time-sharing allotment] our broadcasting opportunities will be spread, day and evening, throughout the week. In consideration of our providing educational programs and features of civic service, we are entitled to one hour each week on WOKO and three hours each week on WABY. This will greatly increase the size of our listening audiences.

WHAZ, while college-owned since its founding in 1922 as one of the pioneer educational stations, has accepted advertising sponsorship for many years.

Chappel Using 17

CHAPPEL BROS., Rockford, Ill. (Ken-L-Ration dog food), on Jan. 22 started *Kennel Time*, quarter-hour Sunday morning disc show, on the following stations: WEEI WJSV KSTP KOIL KRNT WBBM WJR WOOD WOR WOKO WCKY WCAU WCAE KWK WHAM WFBL WIRE. Recorded by World Broadcasting System, the series features Dr. Preston Bradley, commentator, the Eight Merry Men and Organist Howard Peterson. Hal Holhman of World set the deal. Stations of WBS Gold Group received the business in markets where there are Gold Group affiliates. Agency is C. Wendel Muench & Co., Chicago.

100-WATT STATION TO GOLDSBORO, N. C.

THE FCC on Jan. 24 authorized Eastern Carolina Broadcasting Co. to construct a new 100-watt station on 1370 kc. in Goldsboro, N. C., sustaining the recommendation of Examiner Bramhall last June. The decision was made effective Jan. 30. A. T. Hawkins, president of the Goldsboro Chamber of Commerce and Merchants Assn., is president of the corporation; Talbot Patrick, publisher of the *Goldsboro News-Argus*, vice-president; V. G. Herring Jr., secretary-treasurer of the Goldsboro Building & Loan Assn., secretary-treasurer.

The corporation has an authorized capital stock of 250 shares of $100 par common stock, of which Messrs. Hawkins and Patrick now own 30 shares each, with Kenneth Royall of Goldsboro also owning 30 shares and all agreeing to purchase more as needed. Jonas Weiland, owner of WFTC, Kinston, N. C., has also subscribed to 30 shares.

In a decision Jan. 16 the Commission denied the application of WRBL, Columbus, Ga., to change its assignment to 1330 kc. with 1,000 watts power full time. It now operates on 1200 kc. with 200 watts night and 250 day.

KWKH Seeks 50 Kw.

KWKH, Shreveport, La., operating fulltime with 10,000 watts on 1100 kc. under special authorization, has applied to the FCC for authority to increase its power to 50,000 watts on that channel. Regularly KWKH is assigned half-time to 850 kc., the clear channel now occupied by WWL, New Orleans, which recently went to 50,000 watts. The only other stations at present assigned to 1100 kc. are WBIL, New York, and WPG, Atlantic City, which share time using 5,000 watts. Arde Bulova, owner of WBIL, has applied for authority to purchase WPG and combine its facilities with those of WBIL for a new full-time station in New York at the same time deleting WOV, operating limited time on 1130 kc. Stations on the 1100 kc. channel under the Havana Treaty will be shifted to 1130 kc.

Two Change Hands

THE FCC on Jan. 16 approved the transfers of control of two stations, one of them still in process of construction, to new owners. George B. Bairey, now manager of KFAM, St. Cloud, Minn., was authorized to transfer control of KOVC, Valley City, N. D., which he founded, to a group of 15 local merchants most of whom are already minority stockholders. Roberts-McNab Co., holding a construction permit for a new local (KRBM) in Bozeman, Mont., was authorized to assign the CP to KRBM Broadcasters, in which R. B. McNab Jr. would hold 50% interest and E. B. Craney, operator of KGIR, Butte, the other 50%. KRBM expects to go into operation about March 15, using 100 watts night and 250 day on 1420 kc.

JACK ONSLOW, former big league baseball player and Yankee Network sports commentator, recently opened a new series of nightly *Sport Roundups* through WNAC, Boston, in the interests of Twenty Grand Cigarettes for Axton-Fisher Tobacco Co. He specializes in interviews with outstanding diamond celebrities.

WHO offers $14,664,000 EXTRA FURNITURE SALES from "IOWA PLUS"

Everybody knows that it takes a high level of prosperity to produce much volume in the furniture industry.

Therefore it's extremely significant that in 1935, Iowa people paid $21,996,000 for household furniture and radios. . . *And, in addition, WHO listeners in OTHER States bought an EXTRA fourteen million dollars' worth, too!*

Iowa alone is a market that consumes an almost endless stream of goods and services. But only when you add the *thousands* of radio families in "Iowa PLUS", do the gigantic sales possibilities of WHO become truly apparent. May we send you all the facts?

WHO

FOR "IOWA PLUS!"

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

Regulatory Issue Tops NAB Agenda

Western District Gatherings Discuss Roosevelt Move

PRESIDENT ROOSEVELT'S sudden move for a new agency to regulate radio, with a completely revamped law, provided a new topic for discussion of broadcasters at district meetings currently being held in the West and attended by NAB President Neville Miller.

While the subject of legislation was on the agenda for the five sessions, the unexpected step taken by the President Jan. 24 had the effect of altering the agenda for primary consideration of cooperative steps that might be taken by the industry in connection with the drafting of the new legislation and of the position NAB will take for the industry at forthcoming hearings.

Miller Offers Bid

In a statement Jan. 25, Mr. Miller offered the full cooperation of the industry in rewriting the law, asserting that he was certain broadcasters would "welcome the recommendation of the President that the radio law be rewritten." He added the President "has put his finger on the core of the radio problem" in suggesting that Congress lay down policies in new legislation.

The entire industry, he said, stands ready to cooperate with Congress, the President and the administrative agency "in establishing a durable radio administration which will permit the future development of broadcasting to its fullest possibilities, conforming to the finest traditions of public service, in line with our democratic heritage of a free press and a free radio operative within the American democracy."

Meeting in the West

At the meeting in Denver, presided over by District Director Gene O'Fallon, KFEL, about 35 broadcasters from the Mountain States attended. Among resolutions adopted at the session was one calling for legislation relieving broadcasters of liability for libel and slander uttered over their facilities by political candidates; another instructing President Miller to make "all possible haste" in negotiating a satisfactory arrangement for continuance of the Public Domain Music Library in the light of the withdrawal of the offer of E. C. Brinckerhoff and Co. which had been accepted by the NAB board; a third favoring enactment of legislation which would fix liability for program material, including copyrights, at the source; support of legislation to revise the existing copyright laws to do justice to all parties concerned, and a resolution urging broadcasters to remit on their assessments for the Federal Radio Education Committee work. In addition, a resolution expressing appreciation of the services of President Miller was adopted.

On Jan. 23, Pacific Northwest broadcasters attended the district meeting at Portland, Ore., presided over by Director C. W. Myers. Two days later, broadcasters from Northern California and Nevada attended a district meeting at San Francisco, presided over by Director Ralph R. Brunton, and on Jan. 27 a meeting was scheduled in Los Angeles for broadcasters of Southern California, Arizona and New Mexico, with Director Donald Thornburgh, CBS vice-president, presiding. The final meeting of the tour is scheduled for Feb. 2 in Dallas for Texas broadcasters, with Director O. L. Taylor, KGNC, presiding.

E. C. Mills Speaks

At the Portland meeting, after discussion of matters on the agenda, E. Claude Mills, chairman of the ASCAP administrative committee who was in town, addressed the meeting. Prior to his appearance, however, President Miller had analyzed the copyright problem with particular emphasis on ASCAP future negotiations.

In San Francisco, Mr. Miller addressed the Advertising Club on the social importance of commercial radio in America. He laid particular emphasis on the NAB's project for establishment of voluntary program standards and solicited the cooperation of advertisers and agencies in this effort.

In addition to the regular district meeting, branches of the NAB Sales Managers' Division also held sessions the day before or the day following the main meetings. In each case, Ed Kirby, director of public relations of NAB, discussed with the sales managers' groups plans for the joint RMA-NAB promotional campaign as well as other projects on the sales side of industry affairs.

JACK GRANEY and Pinky Hunter have been named to handle the microphone for WHK-WCLE, Cleveland, during the 1939 season of the Cleveland Indians' games, under the sponsorship of General Mills and Socony Vacuum, K. K. Hackathorn, sales manager, announced Jan. 25. Sponsors approved the announcers without an audition as Graney has worked for them during the last five years and Hunter was his assistant last year. Graney is a former player with the Indians club.

Coughlin Picketers in New York City Pick Additional Fronts for Maneuvers

FOLLOWERS of the Rev. Charles E. Coughlin who march up and down before the headquarters of WMCA, New York, each Sunday afternoon, picketing the station as an expression of their disapproval of its action in canceling the weekly broadcasts of the radio priest, moved to a new front Jan. 22 when more than 1,000 marchers paraded down Broadway from WMCA's building at 51st St. to the WOR studios at 40th St.

Officials of WOR say that while they have not been notified of the cause of this demonstration, it is undoubtedly due to the fact that WOR at one time carried the Coughlin broadcasts, but has refused to accept them in recent years since the adoption of a policy against accepting any religious program on a commercial basis.

May Add Other Stations

This is the second offshoot of the WMCA demontrations, which have continued each Sunday since Dec. 18. On Jan. 8 and 15 the Coughlinites had picketed WABC, CBS key station in New York, as well as WMCA, and it is understood that in the future WABC and WOR will be visited on alternate Sundays following the WMCA demonstrations. Possibility that other stations may be added to the visiting list of the marchers was indicated by signs carried on Jan. 22, reading "Please Boycott WMCA and WEVD" and "WQXR Beware."

Posters labeled "Buy Christian" were stuck on the windshields of parked cars along the line of march and shouts of "Down With Zionism" and "Heil Hitler" were mingled with the cheers for Father Coughlin and the boos for the picketed radio stations. This was the largest demonstration so far, the official police count showing more than 1,500 marchers.

The previous afternoon a sound truck drove through the crowded Times Square district blasting appeals to boycott WMCA and its sponsors, but the reaction of the New York public was so decidedly hostile that Deputy Inspector Heitzman of the police force silenced the truck by temporarily revoking its license, which had been issued to the United Christian Society. On Monday, Jan. 23, Inspector Heitzman made this a permanent revocation in the interest of "public peace".

Another Mass Meeting

In addition to the picketing Jan. 22, several thousand persons attended a mass meeting at the Queensboro Theatre in protest against "radio monopoly and censorship". Like the meeting of Dec. 15 [BROADCASTING, Jan. 1], the chairman was Justice Herbert A. O'Brien, the discussion was devoted almost exclusively to the refusal of WMCA and other stations to carry the Coughlin broadcasts and the meeting concluded with the adoption of a resolution asking for an FCC investigation. Rep. Martin Dies was again reported scheduled as one of the principal speakers but again Mr. Dies did not appear. At the office of Mr. Dies in Washington, it was stated he had been invited to speak at the meeting but had declined. John Cecil, president of the Immigration Conference Board, was the principal speaker. Others were David Gordon, editor of the *Boston Catholic Mirror*; the Rev. Edward F. Brophy, pastor of the Precious Blood Roman Catholic Church of Long Island City, and Rep. Barry of Queens.

Heywood Broun, columnist, devoted his syndicated column of Jan. 23 to the WMCA-WOR picketing, reporting that he was assigned a police escort "to protect me from mob violence". He described the placards carried and told of his conversations with picketers. Pointing out German influences in the demonstration, he observed: "I think that the Father Coughlin picket line has brought New York noticeably closer to Berlin."

March of Time Back

TIME Inc., New York, on Feb. 3 will resume its program *The March of Time*, which has been off the air since Dec. 2, on NBC-Blue, Fridays, 9:30-10 p. m. BBDO, New York, handles the account.

INTERSTATE Transit Lines, Omaha, Neb. (bus transportation), thru Beaumont & Hohman Inc., that city, on Jan. 22 started for 52 weeks using four weekly 50-syllable spot announcements on KFI, Los Angeles.

B-S-H RANKS HIGH IN SPOT BUSINESS

THAT Blackett-Sample-Hummert Inc., Chicago and New York agency, took a leading position in spot placements during 1938, is disclosed in an official statement Jan. 19 by J. G. Sample, president. Besides leading in network account billings for the fifth consecutive year [BROADCASTING, Jan. 15], Mr. Sample reports the agency placed $3,400,808 in gross spot billings. Comparable figures for other agencies, so far as spot is concerned, have not been made available.

Total network billings by B-S-H during the last year were $9,093,125 which, added to $3,400,800 for spot, brings its aggregate billings to $12,493,933. This compares with total billings in all categories of $10,361,446 in 1937 and $8,022,429 in 1936. The 1937 spot placements alone amounted to $3,067,956, while in 1936 they were $1,810,081.

Smith Joins Burnett

FRANK SMITH, prominently identified with General Foods radio programs during the past five years, has resigned to become vice-president of Leo Burnett Company Inc., Chicago advertising agency, effective Feb. 1. As associate advertising manager of the New York food concern, Mr. Smith had charge of cereal products sponsoring Joe Penner, Al Pearce, Joe E. Brown, Burns and Allen, Boake Carter, Bob Ripley, Mario Chamlee, George Frame Brown and the Byrd Antarctic Expedition broadcasts.

Texas Outlet Starts

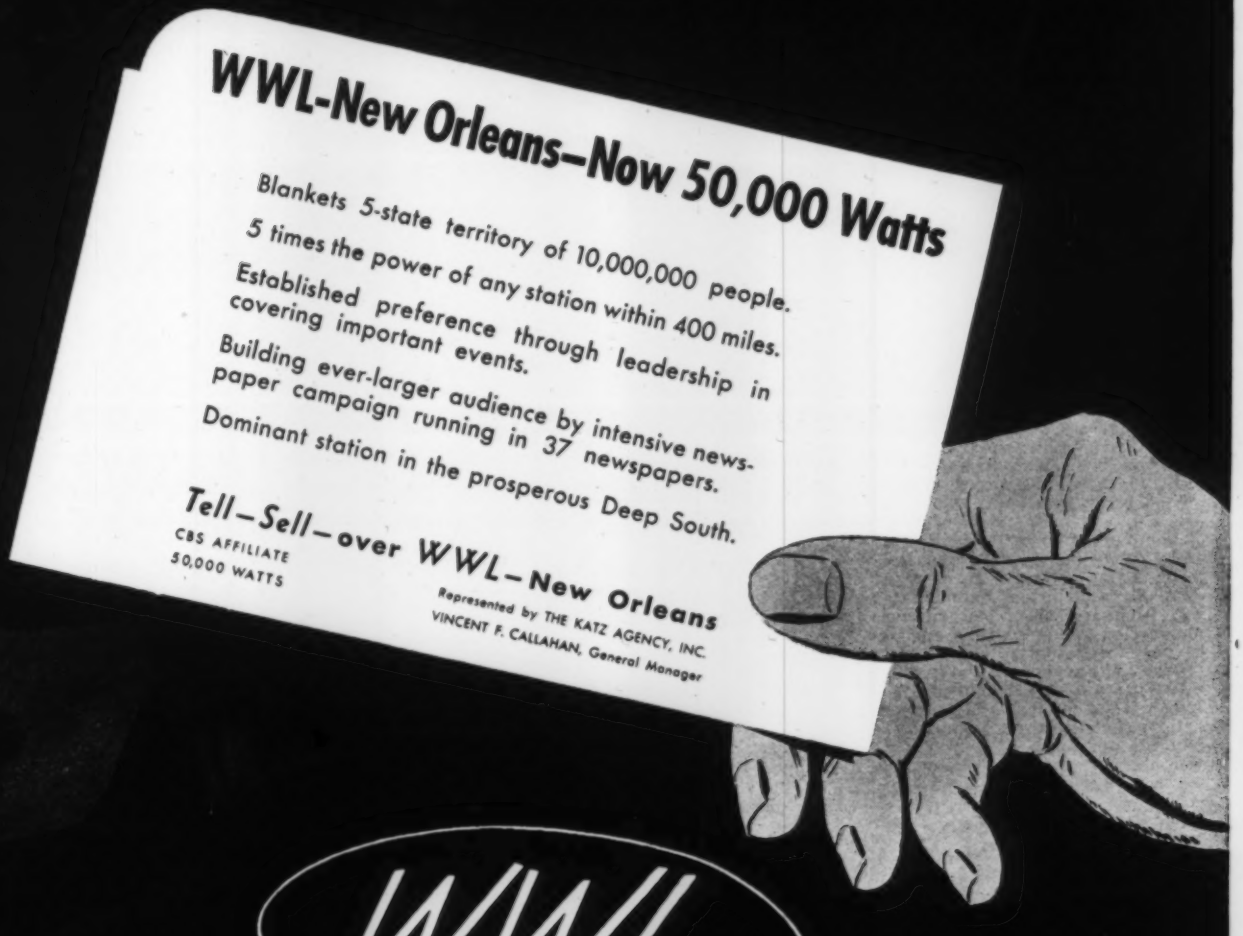
KVWC, new local authorized for Vernon, Tex., plans to begin operation on Feb. 15 under ownership of Northwestern Broadcasting Co., of which R. H. Nichols, publisher of the *Vernon Daily Record*, is president. John Sullivan, production manager of KPDN, Pampa, Tex., on Feb. 1 will assume management of KVWC, which will operate on 1500 kc. with 100 watts full time. At KPDN, Ray Mondy has been named to succeed Mr. Sullivan. Dale Robinson has assumed charge of the station's studios in Borger, succeeding Clarence Garnes, who has joined KANS, Wichita. Bob Morris has been appointed announcer.

NBC Brings Paderewski

IGNACE JAN PADEREWSKI, noted Polish pianist and statesman, on Feb. 26 will inaugurate his 20th concert tour of the United States when he broadcasts exclusively on NBC from New York during the *Magic Key of RCA* program. Under the management of NBC Artists Service, the 78-year-old pianist whose last visit to this country was six years ago, will make a ten-week tour of about 20 large cities in the United States. Last Sept. 25, Paderewski broke his six years of silence on American air lines, when he made his radio debut in a transatlantic broadcast on NBC during the third anniversary *Magic Key* program.

WHEN the defendants plead guilty, after 250 veniremen had been summoned to the Superior Court of Guilford County, N. C., for selection of jurymen for trial of a murder case, the judge issued an order to the sheriff of the county to notify the prospective jurymen—via an announcement on WBIG, Greensboro, N. C.—that they were excused from appearing by order of the court.

"Miss Perkins, make a new file on WWL New Orleans..."


WWL-New Orleans—Now 50,000 Watts
Blankets 5-state territory of 10,000,000 people.
5 times the power of any station within 400 miles.
Established preference through leadership in covering important events.
Building ever-larger audience by intensive newspaper campaign running in 37 newspapers.
Dominant station in the prosperous Deep South.
Tell—Sell—over WWL—New Orleans
CBS AFFILIATE
50,000 WATTS
Represented by THE KATZ AGENCY, INC.
VINCENT F. CALLAHAN, General Manager

WWL
The 50,000 Watt Station
in NEW ORLEANS

McCLATCHY STARTS FACSIMILE ON NET

WHAT is believed to be the first chain broadcasting, on a regular basis, of facsimile was inaugurated Jan. 20 in Fresno, Cal., when the 482 delegates to the California Newspaper Publishers convention saw an eight-page facsimile newspaper delivered from a group of receiving sets in the Hotel Californian.

The inauguration of chain facsimile broadcasting was under the direction of Guy C. Hamilton, general manager of McClatchy newspapers and radio stations. The broadcast originated at KFBK, Sacramento, key station of the McClatchy group, and was fed over the lines of the California Radio System to KMJ, McClatchy station in Fresno, where it was put on the air and picked up by the receiving sets.

The paper's eight pages included one of comics, two of general news pictures, and others of sports, financial and social news.

The McClatchy stations have been experimenting for some weeks with facsimile in both Sacramento and Fresno with particular attention to network operation and operation is planned now seven nights a week. The McClatchy group is using RCA equipment on the regular frequencies of KFBK and KMJ, broadcasting from 12 midnight to 6 a. m. [For story on Mr. Hamilton's speech on radio and the press before convention, see page 42.]

Radio at the Fair

MODELS OF tomorrow's radio, telephone, motion pictures, and similar devices will be on display at the Communications Focal Exhibit of the New York World's Fair, which will feature a 12-minute show in which dramatic incidents in the lives of seven types of communication will be presented by means of polarized light projections on a huge transparent disc. A mechanized commentator will tell the story of modern communications, ending with a step into the future with man's latest "courier," television. The exhibit was designed by Donald Deskey, industrial designer, while preparation of the projections will be handled by Ralph Steiner, one of the photographers of the moving picture, *The River*.

Stamp Club Spots

BOB GALE'S Stamp Club is introducing on the radio its Movie Stamps, which are issued in sets of eight weekly, each representing a current production, and are published under exclusive arrangement with leading film producers and distributed through theatres as audience builders. Live announcements tie in with local theatres the following stations: WCAP, Asbury Park, New Jersey; WTNJ, Trenton; WPG, Atlantic City; WMAQ, Chicago; and WIND, Gary, Ind. Mackay-Spaulding Co., New York, handles the account.

JOHN B. KENNEDY, veteran radio commentator and editor, now heard on MBS on *The People's Rally* program, on Jan. 29 celebrated his 15th year in radio, his first appearance on the air having been in 1924 on the old *Collier's Hour*, radio's first vaudeville show.

PUBLISHERS examine first network facsimile broadcast; left to right: Will Rogers, son of the late humorist and publisher of the *Beverly Hills Citizen*; William Allen White, famous newspaperman and author of Emporia, Kan.; G. C. Hamilton, general manager of McClatchy Newspapers and radio stations; Neal Van Sooy, *Azusa Herald*.

Crosley Markets Finch Facsimile

(Continued from Page 15)

which requires changing for each picture, the stylus motion would have to be changed from a direct horizontal line to a sideways motion back and forth across the paper and that this change would cause a loss of speed in reproduction to about the present speed of radio facsimile transmission. The paper used by Western Union is of a medium grey shade, somewhat darker than that used in the Crosley receiver, which likewise reproduces the picture through electrolysis.

* * *

Preview of Reado

On Jan. 19 the Crosley Corp. announced its "Reado" at a preview given for newspapermen in Cincinnati, and two days later introduced it to Crosley distributors preliminary to a 12-day showing to the general public. It was pointed out that WLW, owned by the Crosley Corp., would broadcast the facsimile images over its own channel from 1 to 6 a. m. The operation of the Crosley-Finch apparatus was explained as follows:

"A broadcasting station must be equipped with a device for scanning or visualizing the picture just as a broadcasting station is equipped with a microphone for hearing a sound program. This visualizing or transmitting device consists of an electric eye which moves back and forth rapidly across the paper scanning or observing a line at a time and transmitting the contrasting impulses in that line into dots which are transmitted by the broadcasting station in exactly the same manner that it transmits sound programs.

"Photographs or illustrations are inserted on a strip of paper which is fed into the machine, line at a time, and scanned by the photoelectric eye. The picture that goes out over the air is broken up into a series of dots similar to a halftone engraving and is received by the Crosley Reado printer approximately facsimile in size and at the same speed at which it is transmitted.

"This printing is done by a swinging arm moving back and forth across the printing paper, synchronized with the movement of the electric eye in the transmitter. A stylus at the tip of the moving arm sweeps over the white paper. A small electrical impulse oxidizes each dot in its proper sequence just as the photoelectric eye sees it. The white coating on the paper being oxidized turns black making a lasting recorded picture on the white paper just as it originally appeared on the copy fed into the transmitting scanner.

"Weather maps, weather reports, flash news, pictures, almost anything can be sent out and received anywhere within reasonably good receiving range of the transmitting broadcasting station.

"At present this transmission goes on experimentally between 1 and 6 a. m. from a number of stations throughout the country. Apparatus is available so that the receiver can be turned on automatically at a predetermined time, the printing done, and the equipment turned off, leaving a lasting recording. All of this is done while the person sleeps and the material can be read on arising. Transmission and reception is at the rate of about three feet of printed paper per hour."

Swap Shop

AN ENTHUSIASTIC fan of the *Swap Shop* program on WHEC, Rochester, reported effective results after he had advertised his unusual desire to swap an automobile trailer for jiu jitsu lessons. Travelling through the city with his radio tuned to WHEC was an expert in the art of jiu jitsu, who, seeing the advantage of a trailer for excess baggage, stayed in town long enough to instruct the eager "swapper" and then sailed on his way with trailer in tow.

Seth Parker Disc Plan Draws NAB's Objection

A MOVE by Philips H. Lord (Seth Parker) to have stations carrying his Sunday network program use a series of transcription daytime to promote the evening feature, on Jan. 24 drew sharp criticism from the NAB.

In a letter Jan. 16, presumably to the list of NBC stations carrying *Seth Parker Neighbors*, Mr. Lord said he would make four 10-minute recordings of spirituals by the *Seth Parker Quartet* to be used Sunday afternoon along with an announcement at the end of the program that the *Neighbors* would be heard over the station that evening. He pointed out that against his evening program had come the *Actors Guild Program* on CBS and that it would be "very strong competition for the old gentleman".

Joseph L. Miller, of the NAB executive staff, Jan. 24 wrote Mr. Lord advising him that NAB felt it would be a bad practice. If a station gives the free time as requested, every evening program would be entitled to the same treatment, he declared, and it might result in a couple of hours every afternoon being devoted to plugging programs to come that night.

"We hope to hear from you that you agree such a practice would be a dangerous precedent and might make for 'bad radio'," Mr. Miller wrote.

Exchange of Producers

WILLIAM ROBSON, director of the *Columbia Workshop*, has accepted an invitation of the BBC to go to London to produce several radio plays during February. Val Gielgud of BBC was a guest producer for CBS several months ago as part of the exchanges between British and U. S. radio systems. Lawrence Gilliam, while en route back to London from Canada where he was program advisor of the CBC, also produced a program for relay to England from New York. At present H. Rooney Pelletier, Montreal program director of CBC, is at BBC headquarters in London while Lance Sieveking of the BBC is in Canada.

Fred Allen Contract

FRED ALLEN, radio wit, has been signed to a new contract for two years more as star of the *Town Hall Tonight* series. The new contract will run until the end of June, 1941. The show will continue as full-hour feature Wednesdays, 9 p. m., EST, over NBC-Red sponsored by the Bristol-Myers Co.

Reid Murdoch on 65

REID MURDOCH & Co., Chicago (foods), on Feb. 5 starts a spot campaign on about 65 stations consisting of two or three daily announcements or time signals. Rogers & Smith, Chicago, is agency.

LOOSE-WILES Biscuit Co., Long Island City, N. Y. (Sunshine Krispy Crackers) on Jan. 30 began sponsorship on WFAA, Dallas, of the *Sunshine News Reporter*, quarter-hour news broadcast five days weekly featuring James Alderman. Account was placed through Newell-Emmett Co., New York.

Extensive Tests in Visual Operation By General Electric Will Start Soon

GENERAL ELECTRIC Co. plans to undertake extensive operating experiments in visual radio, under authority granted by the FCC to build four experimental television stations.

Within three months, according to Chester H. Lang, manager of broadcasting for GE, a transmitter more powerful than any now in use in this country, will be placed in operation 12 miles from Schenectady. To be built atop a 1500-foot hill with an antenna strung on 100-foot towers, the station will be at least 250 feet higher than the RCA-NBC transmitter atop the Empire State Bldg. in New York. The station will use 10 kw. and its coverage will be the area comprising Schenectady, Albany, Troy, Amsterdam and Saratoga, having a combined population of 500,000.

Studios will be located in quarters in Schenectady occupied by WGY before moving into its new building last summer. Studio programs as well as motion picture film will be used for the visual presentations. From an ultrashortwave transmitter on top of the studio building, the images will be relayed over the 12-mile gap on a 1.4 meter band to the main transmitter where they will be broadcast for public reception on the band 66-72 megacycles. The voice accompaniment will be broadcast on the same band.

Last year GE sent several radio engineers abroad to investigate and study television in England, Germany and Holland. Unlike existing experiments, coaxial cable will not be used between studio and station but instead an ultrahigh frequency directional transmitter will be employed. GE engineers said this is expected to produce better results because the cable "cannot carry the 30 to 40-million cycle frequencies which will be used in television."

Radio Participation Next

Coincident with its announcement, GE made public a pamphlet on television prepared by Dr. W. R. G. Baker, chairman of the Management Committee, Radio and Television Division of the company. Titled *A Miracle Begins*, the pamphlet deals with past development in television and projects a view into the future.

Holding that television has passed through laboratory research and development, and experimental work with full size receivers and transmitters, Dr. Baker states that the next step is that of "public participation". This new phase introduces operating and transmission problems, program problems, and problems of finance and construction. The magnitude of economic problems is not yet fully appreciated and no solution is yet evident, he said.

"One of our problems at the moment is to prevent the public from jumping to the conclusion that television will immediately provide a service comparable in perfection to radio and the movies," said Dr. Baker. "Too many people believe that the purchase of a television receiver will immediately bring to them the world's events as they take place—in the form of perfect large-size pictures.

"Unless corrected, this false idea is sure to affect unfavorably the development of this new art."

Further he said the public should be set straight about the fact that television programs on a national network basis are not practicable today and are not likely to be available soon. The two technical limitations are (1) the range of a high-power television transmitter is limited to 40 to 50 miles, and (2) television programs cannot be "piped" from city to city by any known method that is practicable from a cost standpoint. He held that television service will be limited to large centers of population with extension of service to small cities and remote suburban and rural areas necessarily slow.

Cost of Receivers

Other technical problems, development of programming, consumer problems, and picture size, are covered by Dr. Baker. In the receiver cost field, he said final prices have not yet been definitely determined but predicted there would probably be table models at list prices of from $150 to $250, and console models in various price brackets from $350 to as high as $1,000 and more, for deluxe radio-phonograph-television combination models.

As to how many television sets will be sold in 1939, Dr. Baker said this is hazardous guesswork, and will be determined by several factors, including the number of television transmitters on the air; the number of hours per day during which programs will be provided; general economic conditions, and public response to entertainment provided. In England, where television has been in operation for two years under very favorable conditions, taking into account the small geographical area, he said only 10,000 television sets have been sold. "These modest sales figures certainly do not give us any reason to expect a skyrocket market in the United States during the near future."

Concluding, Dr. Baker pointed out that GE since 1927 has experimented in television. At the World's Fair in New York, the company will exhibit.

Last Laugh

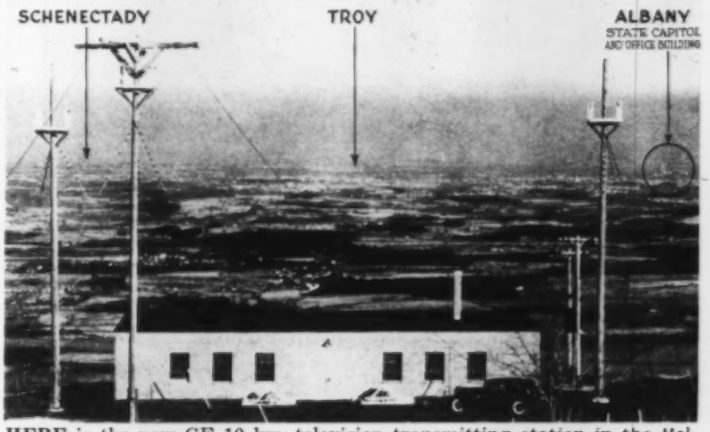
MAIL ROOM laughs at WBBM, Chicago, include mail addressed to "Mr. H. V. Coulton Born". Listeners have written about Campana's Italian Balm *First Nighter* addressing mail to "First Snider", "Bert Snyder", "Cam Pana", and "Fred Snyder or Schenider". Last laugh for listeners might well be that WBBM's press release on mail room laughs spelled Balm, B-l-a-m.

630 KC. IS SOUGHT BY KXOK, ST. LOUIS

FREQUENCY switches which would place the 630 kc. regional channel in St. Louis for KXOK, the country's newest full-time regional, and acquire full time operation for WGBF, Evansville, and KFRU, Columbia, Mo., in lieu of their present night time sharing operation, is sought in three applications filed with the FCC Jan. 20.

KXOK, now operated on the 1250 kc. channel full time by the *St. Louis Star-Times*, is the key of the projected parlay. WGBF and KFRU now operate simultaneously day and time-sharing at night on the 630 kc. channel with 500 watts night and 1,000 watts day. KFRU also is owned by Elzey Roberts, publisher of the *St. Louis Star-Times*.

WGBF's application is for change in frequency from 630 to KFRU's 1250 kc. assignment with 1,000 watts night and 5,000 watts day and with a directional antenna for night use. The application is contingent upon granting of the KXOK and KFRU petitions. KFRU's application seeks a change in frequency from 630 to 1370 kc. and a decrease in power from 500 watts night and 1,000 watts day to 100 watts night, 250 watts day. The KXOK request is for a construction permit to install new transmitter, make changes in its directional antenna, and change its frequency from 1250 to 630 kc. and increase its power from 1,000 watts full time to 1,000 watts at night and 5,000 watts day.



HERE is the new GE 10 kw. television transmitting station in the Belderberg Mountains, New York, with Schenectady, Troy and Albany barely discernible in the distance. The district has a population of some 500,000. Tower at left supports the receiving antenna, picking up signals radioed from Schenectady; the next tower will broadcast the televised pictures and the one at the right will broadcast voice. Adjoining the voice antenna are power line poles coming up the mountainside.

Parade of Authorities On Many Lines Offered On Air School by CBS

AFTER nearly a decade of experimentation and experience, the CBS program *American School of the Air* started its tenth consecutive year on the air, Jan. 30, with an elaborate schedule of educational programs for presentation on over 100 stations to an estimated list of 44,000 classrooms and 1,500,000 students.

This year the *School of the Air* brings a parade of famous authorities on art, literature, science, exploration, government and diplomacy. More than before the school has scheduled guest experts to augment dramatized presentations.

Four days each week the broadcasts are to bring these internationally famed figures to the American classroom. The fifth program, *Frontiers of Democracy*, presented each Monday, dramatically will explore the past problems of shifting populations in this country. *Music and the Friendly Arts* is the title of the Tuesday feature; *New Horizons* will be presented Wednesdays; *This Living World* on Thursdays; *Tales From Far and Near*, Fridays.

The school continues its policy of designing programs in such a manner that they can be utilized by any grade class room from grammar to high school. They are also so arranged that they can be used to augment ordinary curricula and not replace them. Researchers have discovered that many adults find the school a medium of entertainment.

Another important collaboration enjoyed by CBS comes from the country's most prominent educational organizations in the preparation of the programs. Included in the cooperating groups are the National Education Associations, Progressive Education Association, Association for Arts in Childhood, American Library Association, National Council of Teachers of English and American Museum of Natural History.

Two More Join NBC

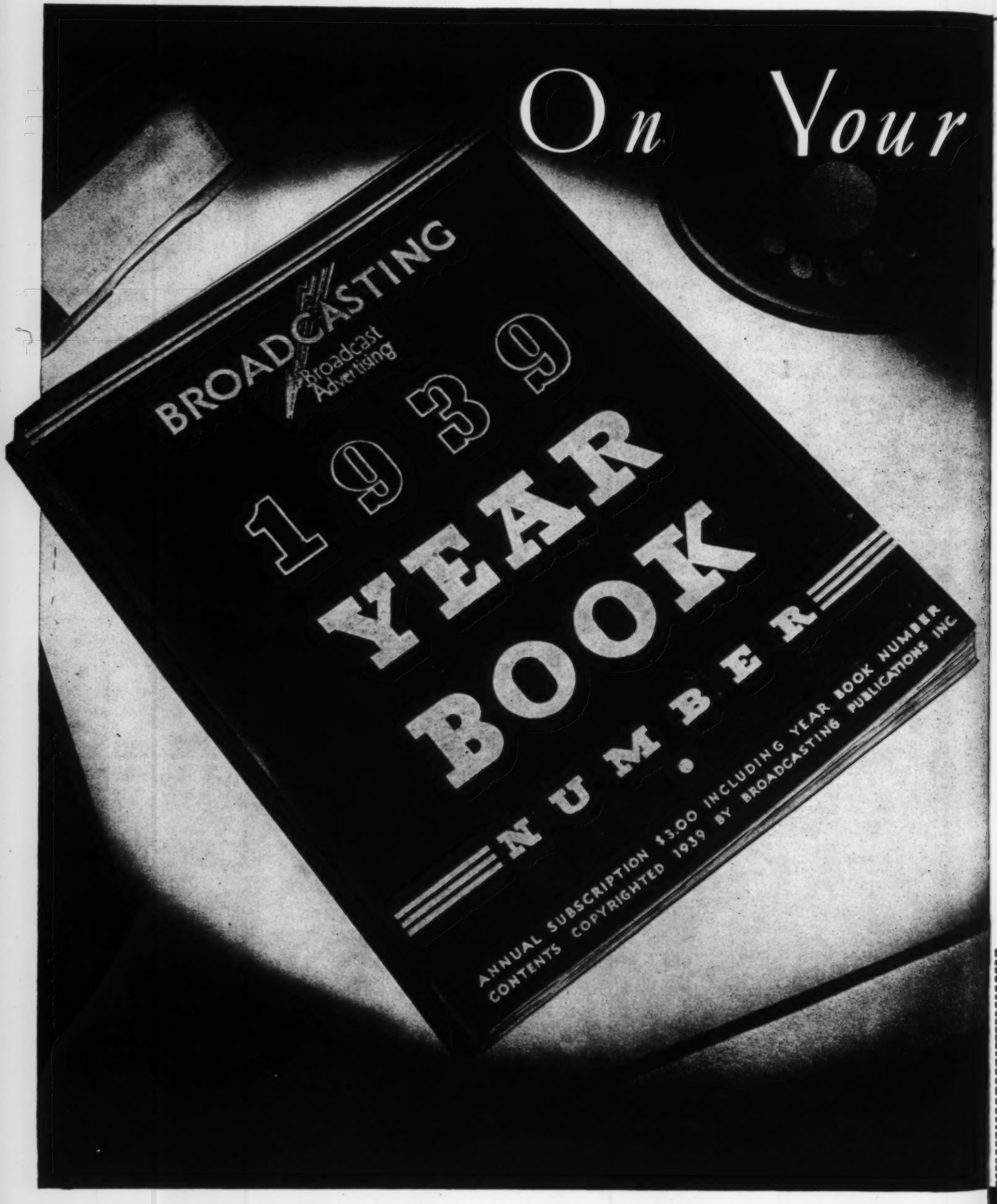
WBCM, Bay City, Mich., effective in January, joined the NBC Supplementary Group, and KVOA, Tucson, will join the network on Feb. 5, bringing NBC's total affiliated stations to 168. WBCM, owned by the Bay Broadcasting Co., operates on 1410 kc., with 1,000 watts day and 500 night, while KVOA operates on 1,260 kc. with 1,000 watts full time and is owned by the KTAR Broadcasting Co., its transfer of ownership to the operators of KTAR, Phoenix, having recently been authorized by the FCC [BROADCASTING, Jan. 15].

Sugar Firm Testing

CALIFORNIA & HAWAIIAN Sugar Refining Corp., San Francisco, has started three quarter-hour weekly programs on WGN, Chicago, and WCBS, Springfield, Ill. The schedule may be expanded in the near future. Agency is George H. Hartman Co., Chicago.

DANCE recordings popular in the early '20's are the feature of a program *Among My Souvenirs* heard Saturday evenings on WBIL, New York.

XUM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1939
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Desk This Week!

The 1939 BROADCASTING Yearbook Number reaches your desk in a few days. You will find it a practical, compact, complete, remarkably accurate handbook of the whole radio advertising business. You will find added pages, added features of particular value to advertising agencies and radio advertisers. But most of all, you will find an easy-to-read, easy-to-use reference volume completely indexed and designed to answer the thousand and one everyday industry questions. The Yearbook Number asks for nothing but hard and constant use. Keep it on your desk . . . and use it!

A few of the sections in the 1939 Yearbook Number:

- Summary - Index of program ideas and titles.
- Radio Outline Map of the U. S. and Canada.
- Survey of 1938 business of broadcasting with study of economics of radio.
- U. S. and Canadian radio stations and personnel listed by states, frequencies, call letters.
- Newspaper ownership of radio stations.
- Network rates and personnel.
- Directory of station representatives.

- Census of radio homes by counties, with urban and rural analyses.
- 1938 program popularity survey.
- Directory of advertising agencies handling radio accounts.
- Directory of transcription, recording, talent services.
- Status of new stations authorized in 1938.
- Log of broadcasting stations of world, listed by countries and showing whether commercials are carried.

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XUM

Is the Local Station Really Local?

Yes, and Then Some, Asserts a Local Defender

By HUGH F. FERGUSON
WFMD, Frederick, Md.

"I WOULD prefer to use small stations, as the small station idea fits into my plan of sales and distribution much better than do the larger stations with chain affiliations. I like their flexibility, the opportunity for localization." How many small station operators wouldn't give their last clean shirt to hear a time-buyer say that!

Well, so help me, one did, in the Jan. 15 issue of this magazine. However, there were no small station representatives flocking to his door, for to the above statement he appended a few *ifs, ands* and *buts* apropos what is wrong with the present small-station setup. So here is my reply:

First of all, you say that *the smaller stations are losing their audience . . . that world-known programs and personalities are making the radio audience lose sight of the fact that there are small stations on their dials that should and could give them the entertainment they want.* If that is true, things look black indeed for the little fellow . . . for what good is a radio station without an audience?

So We're Blind!

You go on to say, however, that a careful study has proven to you that at no time of day or night are there programs on all of the larger stations sufficiently interesting and sufficiently broad in appeal, to take all of the potential local listening audience, or, paraphrasing, "you can entertain some of the people some of the time"—and so on. In other words, we of the small stations *do* have a chance . . . there *is* sometime when we might pick up a few listeners *if* we "pipe" what the public wants. Thanks for that much, anyhow!

However, you say that smaller stations do not take advantage of this fact, do *not* pick up that local audience that we might. The fault, you say, lies with the small station owner and the small station program director. They "fail to analyze and appreciate the wants and interest of their own audience." After spending what little money they have, they are "forced to resort to the phonograph programs, or else they use inferior talent and uninteresting programs and drive their audiences to a larger station with a program more general."

You say that what the small station should have, and what you would have, is a small-town newspaperman on their payroll . . . for "he would be able to sense the program desires and news interest of the people which the small station owner must soon decide is his proper audience and the audience which the commercial buyers to whom he can appeal, most desire."

First of all, must you go through a period of apprenticeship on a small-town newspaper before you are able to sense the program desires and news interest of the people you serve in a small station? That's splitting hairs, I know, but, here's the point. Hundreds of small-town stations are without ex-small-town newspapermen on their wage lists *but they do have programs planned to the desires and news interests of the local audience which they serve.*

I work for a small station, an average one, one that has all those things you're looking for in a small-town station, and I've seen enough of others of low power to know whereof I speak. Examples? Yes, plenty! By way of "local" programs, a *Town Crier* announces, for 15 minutes across the board, "items of civic and community interest, made free of charge", with church suppers, revivals, family reunions, carnivals, bingo parties and so on thrown in.

Civic clubs, schools, veterans organizations and fraternal orders all have regular broadcast periods and Grange organizations, made up of local boys and girls—and grown-ups, too—share in presenting these programs, with news of their own local work. And added to all this there's music played from a request list big enough for a WPA roll. The local health officer has his regular broadcast periods each week, telling of health conditions, the work being done by the clinics, where free medical aid may be obtained, precautions against disease, etc.

Home Town Stuff

Flossie Homemaker, trained home economist, comes on each day with the proper hints to the housewife, carefully planned according to population types and location. Safety talks by the auto clubs representatives are given a place in the schedule. The WCTU, IOGT, etc., deliver their messages to the listeners. Morning devotional periods, conducted on the rotation system by pastors of *all* the churches in the community, and handled by the ministerial association, are included too. Special events mikes go to "any event of importance in the service area" . . . a boast that's backed up with actual facts.

TAKE Emerson Brewer, for example? If he owned a small radio station—well, things'd be a lot different. Mr. Ferguson takes Mr. Brewer and tries to make a horrible example of him by picking his piece to pieces and pointing out that local stations already are doing most of the things advocated in the Brewer article, which appeared in the Jan. 15 BROADCASTING. The Ferguson reply is an eloquent statement of the small station's case. You get the definite impression from Mr. Ferguson that small stations have given a certain amount of thought to their problems, an impression not essentially prominent in the provocative views outlined by Mr. Brewer in his article.

—daily, three half-hour shows with good local talent, plus one 2½-hour show in the morning provide opportunities for playing requested music, announcing birthdays and anniversaries, memories of so-and-so who died such and such many years ago—all the reasons anyone could think of for requesting music. Does that bring in the mail? Sure! Any small station can show you mail counts galore.

Whose Weather!

Other examples? All right! Inclement weather comes along. The average small station doesn't care what a news service has to say about the weather in Hoboken or Kalamazoo, or any other remote point outside its service area. Rather, it calls the local branch of the Weather Bureau, finds out what it's like and what it's going to be like in its part of the country. It calls the State police to get information about road conditions, and keeps broadcasting bulletins as conditions change.

More? Well, the *Farm Friends* program takes the air with news of the local markets, prices, surpluses or shortages, etc. The latest Government farm aids are discussed by the farmers themselves in many cases. The county agent offers his ideas about the farm situation in his district. FFA, 4-H

That's at best, a rather sketchy list of small station programming. We might included things as Mrs. Jones losing her pet mongrel; radio broadcasts its description, eventually finding it for her. Or, the police know a fugitive to be hiding in a certain area. His description is broadcast, with information as to his possible whereabouts—and justice is aided.

Flossie Homemaker comes back for 15 minutes in the afternoon with a line of chatter about Cora Lee's engagement party and Miss Samantha's bridge. News periods contain items of local interest and statewide interest, interspersed with items of national importance. We don't exclude or "ignore" the national figures; if we did we'd drive our audience to the larger stations to find out what's going on outside of town. Rather, we mix the two in the happy medium. Add to this, fire location broadcasts when they happen, meetings, trials and other local items—all giving airings.

You seldom find "small boys" running between the school gym and the radio station with reports of athletic events, but instead, "on the spot" play-by-play accounts of local athletic events of sufficient size and interest to warrant being broadcast. When the local team goes away, a representative goes along.

In other words, everything possible is done to make the small town station a local, community affair, a matter of civic pride—with what result?

Answering as simply as possible, you have an audience. That's what you get from all this, an audience, the ethereal, invisible thing by which every radio station, urban or otherwise, lives. The average small station has a morgue full of "thank-you" letters from various local organizations, citations from veterans groups, chambers of commerce . . . churches, schools, etc.

That's what you wanted, wasn't it? That was the ideal you set up for the small station, wasn't it?

You say you would have a dozen local tie-ups for every one of these programs. Swell, say we, but you'll find the small-station has already done that.

But you also say, "If I owned a small station, I would be satisfied to have it remain a small station, but I would insist that it make money for me". Elementary! The fellow who sells papers on the corner wouldn't be content to stand there each day if he didn't make money. So let's look at this money-making business from the small station angle.

Making Ends Meet

The small station owner or manager has two alternatives—one, to let his local business meet expenses, payroll, etc., while the national business is "gravy". The other is of course the reverse, though the former course is chosen in a majority of cases.

So here you are! In a small town, at local station rates, it takes an awful lot on the commercial side to meet the expenses involved. Raise the rates, did you say? Try it for a while, and then try to sell. You'll find the small time merchant a lot more careful of his dollar than the big-town department store advertising manager. The result is, you make a little money above expenses from local rates—not much, it is true, but, a little. So now for the "gravy". You know you have programs, tried, tested and true. So you take them out and sell them—pardon me, you *try* to sell them. You flood agencies with reams of copy, promotion pieces, program material. You send representatives to camp on the doors of the time-buyers

And what happens? You pester and pester. You *know* you can sell for them, how about a chance? All right. The I Know It All agency decides to run a "test" on your station. It sends down a custom-made "professionally produced" program.

You protest: "But we've got programs of our own. We *know* that these programs are good.—We've got mail counts, telephone surveys, testimonials, to prove it".

But it's all in vain. You run the

(*Continued on page 57*)

CABLE ADDRESS "GGIE"

SAN FRANCISCO BAY EXPOSITION, A CALIFORNIA NON PROFIT CORPORATION SPONSOR FOR

GOLDEN GATE INTERNATIONAL EXPOSITION

1939 *A Pageant of The Pacific* 1939

EXECUTIVE OFFICES

Five eighty-five Bush Street - Telephone GArfield 6900

San Francisco, California, U.S.A.

December 29, 1938.
Air.

Associated Recorded Program Service,
25 West 45th Street,
New York, New York.

ATTENTION: MR. M. E. TOMPKINS.

My dear Tompkins:

I am happy to enclose a contract which will make the Associated Recorded Program Service the official electrically transcribed Library to be used during the Fair.

As we have engaged the Goldman Band for a long series of concerts, I am hopeful that we may have in the Library for generous use here an Associated transcription of the Golden Gate International Exposition March that we have commissioned Mr. Goldman to write especially for us.

Very truly yours,

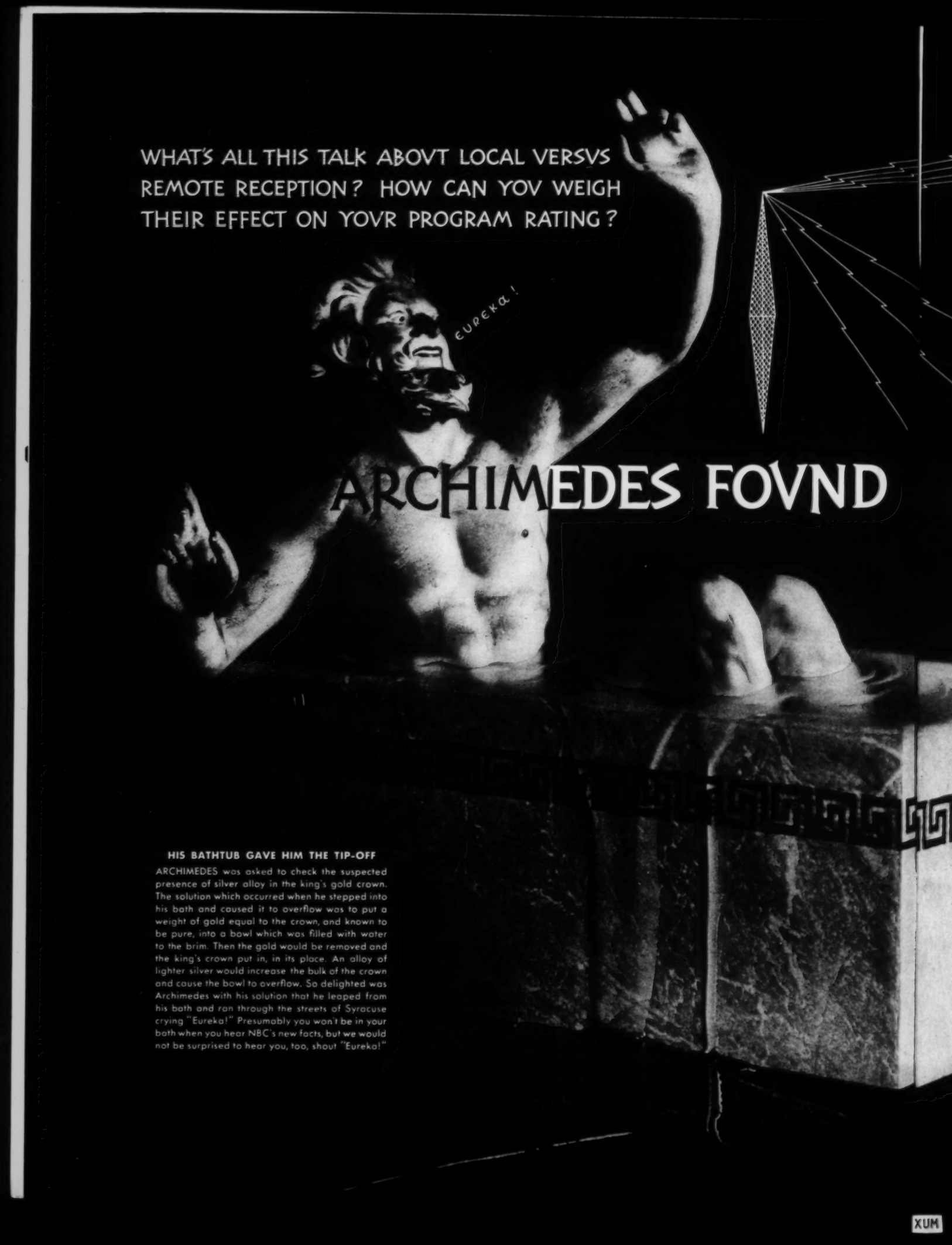
Harris D. H. Connick,
Chief Director.

Thanks Mr Connick—
We appreciate the distinction—
and shall record your
Golden Gate Exposition March
with the Goldman Band on
Monday next.
M E T

The Aristocrat of the Turntable

ASSOCIATED
RECORDED PROGRAM
Service

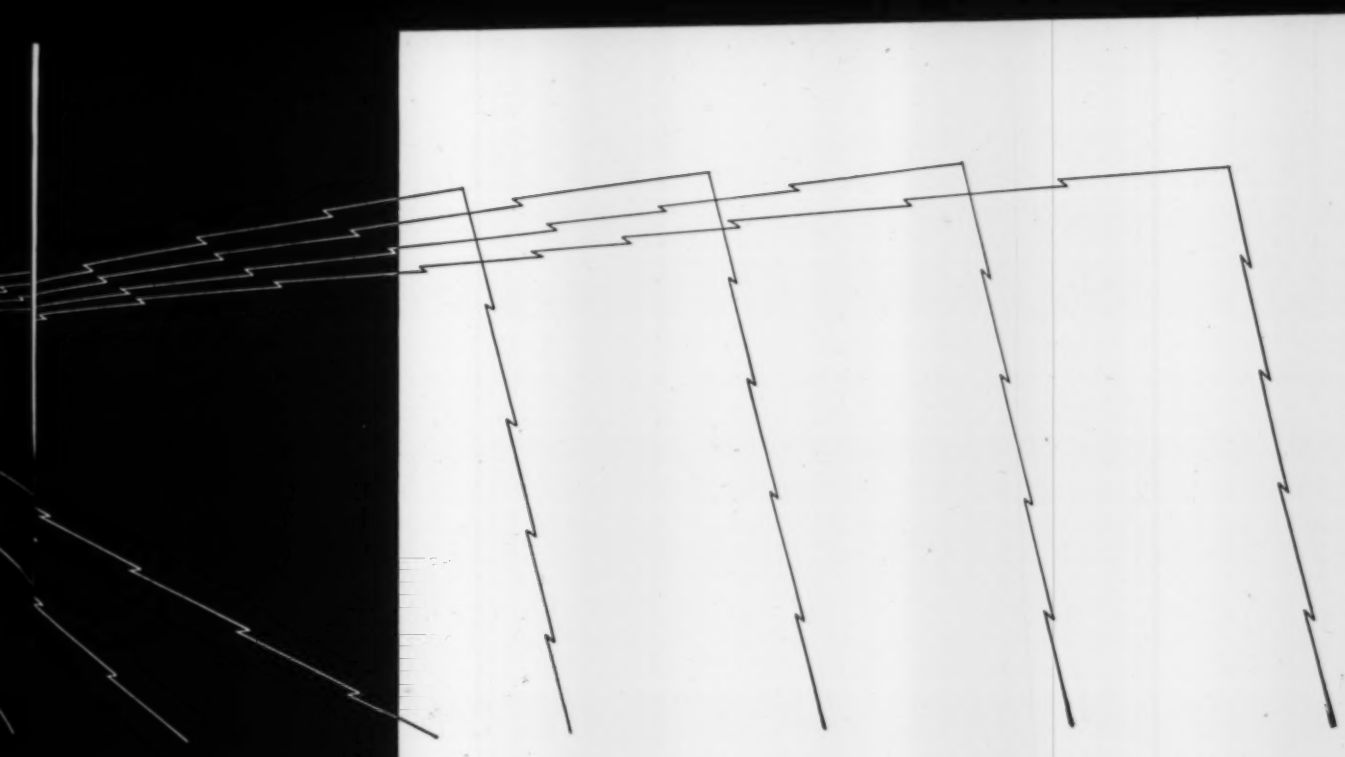
ASSOCIATED MUSIC PUBLISHERS, INC., 25 WEST 45th STREET, NEW YORK CITY


WHAT'S ALL THIS TALK ABOVT LOCAL VERSVS REMOTE RECEPTION? HOW CAN YOV WEIGH THEIR EFFECT ON YOVR PROGRAM RATING?
EUREKA!
ARCHIMEDES FOVND

HIS BATHTUB GAVE HIM THE TIP-OFF

ARCHIMEDES was asked to check the suspected presence of silver alloy in the king's gold crown. The solution which occurred when he stepped into his bath and caused it to overflow was to put a weight of gold equal to the crown, and known to be pure, into a bowl which was filled with water to the brim. Then the gold would be removed and the king's crown put in, in its place. An alloy of lighter silver would increase the bulk of the crown and cause the bowl to overflow. So delighted was Archimedes with his solution that he leaped from his bath and ran through the streets of Syracuse crying "Eureka!" Presumably you won't be in your bath when you hear NBC's new facts, but we would not be surprised to hear you, too, shout "Eureka!"

XUM



A WAY...AND SO HAS NBC

Equally direct is NBC's new and simple plan for weighing the worth of radio circulation

NBC has uncovered new facts about radio circulation that go straight to the point of how the *transmission* of your program affects its total audience. They distinguish between local (groundwave) reception and remote (partly skywave) reception, and measure the difference in terms of *regular listening*. Here is a new way to weigh network values that is as simple and direct as Archimedes' famous weight test for the purity of gold in the king's crown.

You have seen many figures based on listening habits in those cities where listener surveys are regularly made. Such information, however, tells the story of only half the circulation. Now we have surveyed *the other half* of the radio audience. For the first time you may weigh your total network circulation, because—in addition to what you already know about big cities—this new NBC survey shows you comparative network circulations in small towns, villages and rural areas.

These new figures also show just why the NBC Red Network gives you more intensive nation-wide circulation than any other network. Any NBC representative will be glad to give you the full story.

Do You Know—

That 50% of all U. S. radio homes—urban and rural—rely on "remote service" from major network stations?

That there are 10,000,000 radio families in the "rural areas of remote reception"?

That the habits and preferences of these 10,000,000 families are not reflected in any studies of city listeners?

That these listeners add a great plus value to Red Network circulation?

That NBC's new survey tells the why and how of all these facts, and what they mean to you? Call NBC for the full story!

NBC RED NETWORK

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

XUM

Progress Induced by Patents, Farnsworth Tells Committee

Tells Monopoly Inquiry That U. S. Television Will Be World's Best, Once It Gets Started

PATENT protection encourages invention and offers the only practical insurance that backers of novel scientific ideas will have at least a fighting chance to secure some return on their investment if the ideas prove fruitful, according to Philo T. Farnsworth, vice-president in charge of research of Farnsworth Television Inc., Philadelphia.

Appearing before the Temporary National Economic Committee in Washington Jan. 19, the 32-year-old inventor, who holds basic patents on the electronic television system, traced development of the idea he conceived as a boy of 13 of transmitting images by electronic impulse, using apparatus with no moving parts, to the present when television reception based on that principle of transmission can, as he stated, "hardly be distinguished from what is now seen on motion picture screens."

Mr. Farnsworth also said that although there had been "some repression" in the television field, this has been done only to insure, for the good of the public and the industry, that engineering development will be sound and standardized. Television is not yet on the market because of the tremendous preparation necessary to get regular broadcasting started, receivers manufactured and stations planned, he added, but the RMA Engineering Committee probably will soon ask the FCC's approval of its plans for uniform standards and frequency allocations.

The World's Best

"When television is introduced, we must be very sure that the standard adopted is not one which will freeze the art into a specific form too early," he cautioned. "The only thing holding it back is its own problem in getting going. But once television service is established in the United States, I think it will be a better service than that found elsewhere in the world."

Preceding Mr. Farnsworth before the TNEC, Dr. Frank B. Jewett, president of Bell Laboratories, described his laboratory's development of a "long-life" telephone repeater tube which lasted 50,000 hours, as against 1,000 hours for the former tube, and used only half as much current. This revelation brought questioning from committee members about whether or not the idea was being withheld from radio tube manufacturers and gave rise to the observation widely published in the press that apparently the radio user himself was being deprived of the benefits of such a long-lasting tube.

Mr. Farnsworth explained the situation when he appeared by pointing out that radio users, if they wanted to, could purchase tubes that would last several thousand hours, although he added this might not be a practical move for set owners since receivers rapidly become obsolete and there is no need for a tube that would last much longer than the sets. Failure of manufacturers to market widely a 50,000-hour tube he described as "in no way an attempt to evade a public demand", and since styles of tubes also changed rapidly, requiring a change of tubes on an average of once a year, it was impractical to produce the longer lived product. He said he thought any electrical company could now make the tube, adopted by the Bell System in 1923, since patents on it probably had expired.

Contacted by BROADCASTING in New York after his appearance, Dr. Jewett explained that, although a three-member amplifying tube like that used on the telephone repeater circuits could be adapted for use in radio, it would be impractical since it probably would cost four or five times as much as the ordinary radio tube and outlast the receiver itself "out of all proportion".

A Patent Mixup

Pointing out that his firm holds many of the basic television patents but was not "trying to control the industry", and that it granted no exclusive licenses, made no attempt to fix prices and levied low royalty rates, Mr. Farnsworth said it was not possible to build a television receiver without using others' patents, including Farnsworth, Bell and RCA, all of which are interwoven through the development of the art.

However, he expressed disapproval of compulsory licensing and recommended that the patent procedure be greatly simplified to strengthen the patent monopoly without disturbing the system's basis. "If we had to grant licenses on demand, the value of the patent would be so decreased it wouldn't be worth while getting a patent," he commented.

Television is a simpler problem in Europe, hence its apparent faster development, he said, explaining that while two television stations can offer service covering most of Great Britain, it probably would take 100 or more to cover the United States. Also, with the Government at the head of the industry, development, supply and distribution of television transmitters and receivers have been closely coordinated, as is now being done under private enterprise in the United States. Foreign development of television has been based largely on patents licensed from the United States, he said, and the industry in this country has had a chance to profit by the experience abroad.

Mr. Farnsworth's account of his Alger-like rise against financial and technical obstacles, which he

(*Continued on page 41*)

Scientists Honored

DR. FRANK B. JEWETT, president of the Bell Laboratories, on Jan. 25 was presented the John Fritz Medal, highest honor in the engineering world, at the annual ceremonies of the American Institute of Electrical Engineers. It was bestowed "for vision and leadership in science and for notable achievement in the furtherance of industrial research and development in communication." The Edison Medal, which Dr. Jewett previously had won, was bestowed the same time upon Dr. Douglas C. Jackson, professor emeritus of electrical engineering at Massachusetts Institute of Technology.

FCC Visual Probe May Be Deferred

Test of Public Reaction May Precede Actual Inquiry

A GENERAL hearing on television, to chart its future course, is seen as a possible outgrowth of the action of the FCC last month in appointing a special committee on experimental television.

To the committee (Craven, chairman, Brown and Case), on Jan. 3 was delegated the whole question of television standards and also an application filed by the Milwaukee Journal Co. (WTMJ) for an experimental television station to test public reaction.

The Committee has held informal sessions since its appointment and is understood to be considering a general hearing for the development of full evidence regarding the present status of the experimental visual art. The *Milwaukee Journal* application, seeking to test public reaction to programs rather than technical laboratory development, has raised an entirely new question, since existing rules provide only for the granting of experimental licenses to cover technical experiments.

Another possible course, in lieu of a hearing in the near future, would be to authorize experiments along the lines proposed by WTMJ with a number of other stations perhaps undertaking the same type of visual experimentation. The hearing would be held at some future time, after public reaction has been tested. Thus, there would be program experience also with laboratory results to take into account.

It is not expected the committee will decide its course until existing work has been completed on proposed new rules and regulations covering oral broadcasting. Chairman Craven of the Television Committee has been the central figure in the work of the Superpower Committee, which has been handling the rules.

WITH Charles K. Brown of Los Angeles, Elliott Fisher and Joseph Bigelow of Hollywood named as incorporators, the California Secretary of State in Sacramento has granted a charter for the Television Corporation of America. Firm, to be located in Los Angeles, states it will develop and engage in television.

LORD SELSDON, former British Postmaster-General, who was chairman of the Television Advisory Committee of the British Government which rendered a report in 1935 leading to the public offering of television in London, died Dec. 27 at the age of 61.

Television Termed Cultural Medium

Will Be a Major Educational Vehicle, Declares Mr. Lee

TELEVISION as a major vehicle for cultural and educational benefits is visualized by Thomas S. Lee, president of Don Lee Broadcasting System, Los Angeles, and operator of the West Coast's only television station, W6XAO, located in that city. Recently discussing the scope and possibilities of that medium, he pointed out that thus far, television has been regarded in the same light as motion pictures and radio—just entertainment.

Mr. Lee

"While it is true that the scope of entertainment will undoubtedly be enlarged, the infinite possibilities of television from a purely cultural standpoint have not yet been probed," he said. "The teaching of music by showing the fingering of stringed instruments; the picturing of a great musical conductor in action; the dancing of a master of the ballet, will be brought into the home to enrich the cultural outlook of the average family.

"Works of art will be shown in the process of creation. The finishing touches by the sculptor on a monument; the last brush strokes on a portrait; a lithograph in the interesting process of completion, will be transmitted via the new medium, opening new avenues of thought to the average person."

Nine Years of Television

Mr. Lee declared that Don Lee Broadcasting System pioneered the introduction of television on the West Coast, having started experimental work nine years ago with operation of W6XOA. Although receivers are limited, many educational and cultural features are being televised over that station. Today a steady growing group of "lookers" receive daily and nightly television program from the station in and around Los Angeles, with a radius of 30 miles, he stated. Since inauguration of the station, through constant experimentation and development by television director Harry R. Lubcke and his staff, W6XAO has undergone a steady process of growth and improvement. He further stated that innovations in lighting and engineering have been perfected, and many valuable patents are owned by the company, one of which was recently purchased by RCA, with Don Lee Broadcasting System retaining manufacturing rights.

Don Lee Broadcasting System has started a weekly half-hour educational televised program for classroom study, which is being released to various Southern California institutions. Hollywood Television Society, in cooperation, has installed receiving sets in the University of Southern California, Los Angeles; Pomona College, Claremont, and Polytechnic high school of Los Angeles and Long Beach for demonstrations. Each week a different subject is televised.

OUR EXPERIENCE... YOUR ASSURANCE

When you install new equipment to increase antenna efficiency, be sure that you get results you expect. Such assurance can be based only upon experience and a record of performance. Blaw-Knox has been building antennas since 1912; its leadership in the field of radio covers this industry's entire history. Having pioneered the vertical radiator, having unequaled facilities for research, design, and construction, knowing the possibilities, limitations, and specialized uses of every type of vertical antenna . . . Blaw-Knox fully justifies complete confidence in *results*. Your antenna equipment involves only about 15% of your total investment. Give the other 85% a chance to perform.

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BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.
Offices in New York, Chicago, Philadelphia, Birmingham, Detroit

XUM

Ten Years Ago

It is February 1, 1929... **at NBC Headquarters in New York a young announcer, with more than a trace of excitement in his voice, speaks to the audience of the 30-station NBC Network: "NBC today brings you a surprise... a program coming to you by short wave direct from England!"**

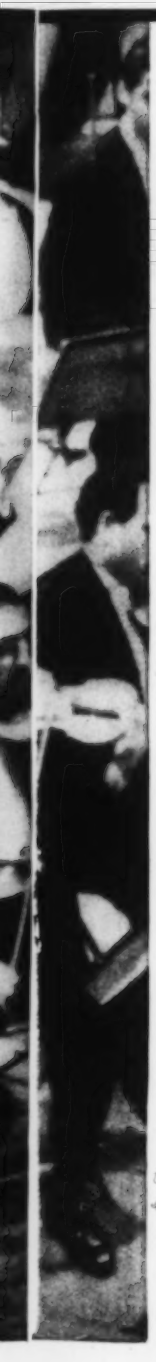
Following this startling announcement, listeners of ten years ago were amazed to hear part of a symphony concert coming into their homes right from London's famous Queen's Hall, via BBC Station 5SW, Chelmsford, England. It was a great event—heralded by newspapers from Maine to Mexico as an outstanding achievement. Millions spoke of it in awed tones. It was NEWS!

But the news of a decade ago has become the nation's news servant of today. For since that first short wave broadcast of 1929—covering 3300 miles—NBC has brought listeners on-the-spot short wave broadcasts in ever-increasing number (556 of them in 1938)—and from such far-away lands as Kenya, Egypt, Tunisia, Russia, Greenland, Australia, Canton Island, and countless others. As many as 9800 miles have been spanned by radio.

NBC takes pride in the great public service its short wave pick-ups perform. For this is another of its many services that make life, as we know it today fuller, happier, and more thoroughly informative than ever before!

XUM

Short Wave was *News* Today it *Supplies* News!



NBC Short Wave Pick-ups Write History in the Skies!

ADVENTURE... in 1937, one of the history-making NBC short wave pick-ups came from the distant South Seas. NBC sent Announcer George Hicks, Engineers Walter R. Brown and Marvin Adams 7000 miles to Canton Island, where in the tropic heat they painted a vivid 15-minute word picture of the longest total eclipse in 1200 years.

THRILLS... last year one of NBC's 556 short wave pick-ups brought the thrill of exploration to millions of listeners in the United States, when, for the first time Dragomen, Arabs and Egyptologists broadcast from the base of the Gizeh Pyramid in Egypt—and from within the tomb of Cheops.

NBC Short Wave Service

NEWS... one of the greatest public services performed by NBC occurred in 1938 when Europe, nearly torn asunder by threats of war, tottered on the brink of world-wide catastrophe. And via short wave, NBC brought America's millions the news as it happened, through eye-witness, first-hand accounts—keeping the radio listeners of this country better informed about conditions "over there" than the Europeans themselves.

ENTERTAINMENT... only recently a short wave "stunt" was performed with such accuracy and smoothness that millions who heard it were not aware of it. Charles Laughton and Elsa Lanchester... stars of Paramount's "The Beachcomber"... were separated by the Atlantic Ocean. But with one in NBC's New York studios and the other in London—they enacted scenes from their picture—without a flaw!

National Broadcasting Company

THE WORLD'S GREATEST BROADCASTING SYSTEM

A Radio Corporation of America Service

XUM

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and
Broadcast Advertising

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HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Booms and Bumps

THOSE upward gyrations of broadcasting's business barometer, which have seen each year's revenues jump a score or more percentage points, are relics of a somewhat reckless past. If any proof is needed, we provide it in this issue ir which the 1938 dollar volume of the industry is recapitulated from the complete data published in our 1939 *Yearbook Number*.

Most significant is the fact that the rate of gain in gross over preceding years has decelerated—amounting to only 4.2% over 1937. And 1937 was 19% ahead of 1936.

This, beyond question, reveals that the business curve has flattened out—that broadcasting, after some 18 years of constant, determined development, has struck a normal business groove. The ratio of increase, while small percentage-wise, nevertheless should not be taken too lightly, because other media, for the most part, showed definite losses, due to the tendency of accounts to play things rather close to the belt last year.

While this sign is a healthy one, there are other trends reflected in the 1938 analysis which certainly should give all those engaged in the business of broadcasting some pause. One glaring disclosure is that of the concentration of network sponsorship in a few product categories. Another is the ever-increasing overhead factor, tending to close the gap between gross income and net profit.

During 1938, tobacco, food, drug, cosmetic and laundry soap products accounted for some 80% of network volume—a jump of nearly 9% over 1937. That clearly indicates that in network broadcasting, at any rate, the field of sponsorship has narrowed rather than widened. Of course, the strike-ridden automotive field, gas, oil and accessories included—almost blacked out of the sponsorship picture last year—is coming back strong. Nevertheless, the cold figures demonstrate the need of attacting new commodity and service groups lest broadcasting become dependent upon a small group of industry-buyers.

Spot, both national and local, outpaced network in 1938 percentage of gain, indicating a better sales and promotional job. And when national business slumped, stations found they could tap their local merchants to a greater extent than before, all but making up the national losses.

Broadcasters and their customers are coming to the saner realization that radio is a business that must be operated by businessmen. The first responsibility, obviously, is public service in an art possessed of such ubiquity. But the revenue-bearing portion of the operation must be measured in terms of dollars received for dollars spent, with a reasonable return accruing to each participant.

FCC's Three R's

THE QUIZ technique that has all but consumed radio programming appears to have infected the FCC. The staggering volume of questionnaires fired by the FCC at broadcasters, station stockholders and sundry groups, for this "study" or that, has practically reduced the business of running a station to a bedlam of bookkeeping—particularly for the smaller fellows.

Why this surge of activity? Granted that the Commission, properly to fulfill its mandate of policing, should have basic data. But should it go to ridiculous extremes in seeking to tap innermost phases of station affairs, under arbitrary time limits, and without giving its reasons? It is relying on strictly legalistic interpretations of the law, which provides for determination of the financial responsibility of licensees, in going after information which, from where we sit, can't conceivably have any bearing on the degree of regulation it is authorized to exercise.

Right or wrong, we have our own idea of the whys and wherefores of the Commission's game of *Information Please* (though it demands rather than entreats). The Commission's Accounting Department, or at least a portion of its members, steeped in public utility principles carried over largely from their days with the Interstate Commerce Commission, find it difficult to divorce broadcasting from common carrier operation. Several members of the Commission itself appear to go along with that philosophy. In any event they seem to be condoning it, despite the definite provision in the law that radio is not a common carrier.

Added to that is the prevailing view among certain of the Commission's more bureaucratic underlings (along with some members) that broadcasting stations are "rolling in dough" acquired by virtue of a government franchise *they* dole out. They go on the theory that radio pays nothing for that privilege. That may be an oversimplification of the sentiment, but we have heard the thought expressed repeatedly. Thus, they conclude, why have any qualms about making broadcasting "put out" in providing any and all information they can conjure up in questionnaire form, even though it may mean keeping more records than City Hall?

These master minds fail to consider the plight of smaller station owners, most of whom are hard put to meet payrolls. The licensees that can least afford it are placed on the spot—not the networks and the larger units with ample personnel and legal advice, though they too have justifiable cause for complaint.

There will be more questionnaires—one covering 1938 business, employment and programs practically duplicating that of 1937—shortly to issue from the FCC. Unless the tide is checked by conference and rule of reason, broadcasters may find themselves in the bookkeeping business primarily, with station operation a secondary consideration.

Those Three R's we mentioned—they might denote "Regulation running riot".

Audible Journalism

SO COLUMBIA University's School of Journalism is at last going to institute a course in radio news handling—and with a practical and active radio man in charge! We should be gratified except that several score other schools of perhaps lesser renown have offered such courses for some time.

Dean Ackerman's famed institution, with which the annual Pulitzer journalism prizes are closely identified, has for all the years of radio's rise been noted for its rather aloof and deprecatory attitude towards "audible journalism", probably reflecting the sentiment of the Old Guard of printed journalism which hates or fears progress and change. Now it belatedly admits that "the essence of journalism is communication" and that its courses of study therefore "must be more and more closely related to all the new technical developments in journalism as they come into general use."

Possibly the fact that the Pulitzer School's founder, Joseph Pulitzer the elder, left a legacy of foresightedness to his son, publisher of the *St. Louis Post-Dispatch*, which operates a radio station and is taking a leading position in facsimile development, had something to do with the decision. In any event we welcome the awakening of Columbia University to the fact that radio *does* partake of the elements of journalism and *is* "a medium of information and knowledge" which must be recognized even by the hierarchy of American educational institutions.

The RADIO BOOK SHELF

UNDER the title *Radio and the Rights of Religion*, two articles by Edward J. Heffron, executive secretary of the National Council of Catholic Men, are printed in pamphlet form (obtainable at the Council's office, 1312 Massachusetts Ave., N. W., Washington). The articles, originally appeared in the magazines *Catholic Action*, and *Columbia*. The first article is general in nature; the second discusses free speech and its relation to the Judge Rutherford broadcasts.

We Pay Our Respects To —

JOHN CASTON McCORMACK

JACK McCORMACK was only 22 years old when he became manager of Station KTBS in Shreveport. He is only 29 today—one of the youngest station managers in the business—though he looks at least a half-dozen years older. Those who come into even cursory contact with him will attest that he possesses an acumen far beyond his years.

Tall, fair, handsome, Jack McCormack is one of those modest young chaps who talks very little about himself, indeed talks very little at all. His modesty belies his achievements in radio in the short span of eight years since he joined KTBS on Feb. 1, 1931. The esteem of his fellow citizens in Shreveport, his colleagues in radio and his staff bespeak more than can be written about him.

Born April 7, 1909, at Jackson, La., Jack McCormack went to high school in nearby Franklin and to college at Centenary in Shreveport and Southwestern Institute in Lafayette. He left the campus to take a job as a chemist with a sugar laboratory in Cuba. That was in 1928. Then he came back to Shreveport, now regarded as his home town, to go into the retail radio business. That occupied three years, one of which was taken up in traveling among Crosley distributors.

In 1931 the then management of KTBS, owned by a group of local citizens, offered him a post on the commercial staff. Five months later he was promoted to general manager. When in October 1934 John Ewing, publisher of the *Shreveport Times*, bought the station, he was continued as manager. Six months later Mr. Ewing added KWKH, purchased from the remnants of "Hello World" Henderson's domain, and put Jack McCormack in charge of that station also.

Jack said he knew nothing about radio when he went into the broadcasting field beyond what he had learned while selling sets. When he joined KTBS it had only seven employes; today the payroll of the two stations numbers 44. Their growth and success may be attributed largely to his leadership, though he insists it is the rich Shreveport market that sells itself. The fact that national business on both stations has steadily gone up, not even receding during the recent business slump, he attributes to Shreveport's strategic position in the center of the area that produces 20% of the nation's oil wealth.

Having literally grown up with radio, Jack McCormack regards it as his hobby as well as profession. He loves the game. He likes particularly the fact that the management of two major stations, both network outlets, places him in a position to extol continuously the merits of that portion of the Southland in which he was born, raised and found his life's work. He is one of Shreveport's leading citizens as well as one of the South's most popular radio personalities.

Best evidence of his character is the high regard in which his staff (one of whom furnished most of the data for this sketch) hold him. Always friendly, he is looked upon by them more as a partner than as boss. The entire operation of the two stations is left in his hands by Mr. Ewing, and it was under his guidance that the two stations joined the networks—KTBS linking with NBC in 1932 and KWKH with CBS in 1934. The fact that two network outlets operate under the same roof has never led to difficulties with either network.

He married Miriam Huff on Aug. 6, 1929. They have a son, John C. Jr., 3½. In his spare moments he may often be found aboard his 36-foot cruiser on Caddo Lake, near Shreveport.

MOTION of WFIL, Philadelphia, for dismissal of the $50,000 damage suit against it by Donald Withycomb, was referred to a referee by Justice Murray Hulbert of the U. S. District Court in New York on Jan. 19, for a decision on the question of jurisdiction. The Withycomb suit, charging breach of contract, was filed in New York and WFIL maintains that since it does not do business in New York the suit is out of order.

Personal NOTES

H. T. (Ted) ENNS, formerly of Cramer-Krasselt Co., Milwaukee, has been named head of national and regional business for the Iowa Broadcasting System. (KSO-KRNT, Des Moines, and WMT, Cedar Rapids). Hayden Evans, formerly in the magazine field and with NBC sales in Chicago, has been named commercial manager of WNAX, Yankton, S. D., owned by the same interests.

VICTOR VAN DER LINDE, NBC general sales counsel, underwent a second operation on his hip, Jan. 23. The hip, fractured when he fell while bowling nearly a year ago, failed to knit properly, necessitating the second operation.

ED CUNNIFF, formerly of KFAB, Lincoln, Neb., and more recently with William G. Rambeau & Co., Chicago, has been named manager of WHBL, Sheboygan, Wis.

GEORGE HARM, president of KARM, Fresno, Cal., after a New York business trip, has returned to the West Coast.

HARRY R. CROW, auditor of WJSV, Washington, is the father of a 7-pound boy born Jan. 13.

A. J. ABRAMS, formerly in the wholesale drug business, has joined the sales staff of WWL, New Orleans.

FRANK M. McKELLER, formerly account executive of KHJ, Los Angeles, has been named general sales manager of the local Down Town Shopping News Corp.

DELMAR BRADLEY has returned to the sales department of WAPI, Birmingham, after a long illness.

JOHN CHILES, formerly in the newspaper field in the Midwest, has joined the sales and merchandising staff of KYA, San Francisco.

BILL HYLAN, new salesman of the New York staff of CBS Radio Sales spot division, spent a week in Chicago in January studying local station operation in WBBM's studios.

BYRON MILLS, chief of the continuity acceptance department at the NBC San Francisco studios, is recovering from an appendectomy.

ARTHUR J. KEMP, CBS Pacific Coast sales manager, left Hollywood Jan. 27 on a six weeks business trip to Chicago and New York during which he will contact agencies.

HYLA KICZALES, general manager of WOV-WBIL, New York, and WPEN, Philadelphia, has been appointed to the World's Fair advisory committee on radio, comprising network and station executives under chairmanship of Alfred J. McCosker, president of WOR, Newark, to function with Dr. John S. Young, director of radio for the Fair.

NILES TRAMMELL, NBC executive vice-president, after ten days in Hollywood for conferences with Don E. Gilman, western division vice-president, has returned to his New York headquarters.

FRANK QUINN, formerly with KLZ, Denver, has been appointed manager of KOB, Albuquerque, N. M., succeeding C. L. Eanes.

HALE BONDURANT, sales manager of WHO, Des Moines, has returned to his office, although using crutches while still recovering from a fractured leg, along with Harold Fulton, WHO merchandising manager, who has recovered from an attack of streptococcic pneumonia.

FRANK SHEEHAN, formerly with a Southern California oil company and new to radio, has joined the sales staff of KOMO-KJR, Seattle.

VIRG REAMES, formerly of the *Kansas City Star*, and Joseph R. Matthews, formerly local sales manager of KITE, Kansas City, have joined the sales department of KMBC, Kansas City.

JOYCE HARRIS has been made acting head of NBC's New York personnel division while Dwight G. Wallace, personnel manager, is on leave of absence to take charge of coordinating the exhibits in the RCA Building at the New York World's Fair.

DR. JAMES ROWLAND ANGELL, educational counsellor of NBC, spoke Jan. 24 on "Radio in Education" at the Hotchkiss School Alumni Assn. in New York.

SAMUEL CHOTZINOFF, music editor of the *New York Post*, has been appointed director of serious music for NBC and will take up that post on Feb. 1. Mr. Chotzinoff has had a long career in music as artist, writer and critic.

GUY HICKOK, NBC director of international programs, was in St. Louis Jan. 19 to address the Foreign Trade Bureau of the St. Louis Chamber of Commerce, following which he was interviewed over KSD by Frank Eschen, program director.

NAOMI REYNOLDS, formerly co-owner of KLZ, Denver, is conducting a weekly quarter-hour program, *Let's Talk Music*, on KNX, Hollywood.

JAMES NEALE has been named director of the new NBC-Chicago sales traffic division, and will handle details for network, spot and local sales. Floyd Van Etten has been named his assistant.

LENOX R. LOHR, NBC president, recently was named head of a special committee to develop ideas for the amusement area of the New York World's Fair.

TOM RIGGS, formerly of the *East St. Louis Journal*, has joined the sales staff of WTMV, East St. Louis.

HARRY RUNYON, formerly with KGW, Portland, Ore., is now sales manager of KFJI, Klamath Falls, Ore.

Burnside Heads Radio Sales for Westinghouse

C. J. BURNSIDE, formerly manager of radio engineering of the Westinghouse E. & M. Co., has been appointed manager of radio sales, it was announced Jan. 22 by Walter Evans, manager of the company's radio division at Baltimore. He is succeeded by Donald G. Little, former chief engineer of the radio engineering department. John W. McNair, formerly assistant to the works manager of the Westinghouse merchandising division at Mansfield, O., has been named assistant manager of the radio division.

Mr. Burnside's engineering achievements have included design work and consultation for the installation of the country's most powerful transmission station of 500,000 watts at Cincinnati and the 1RO broadcast station at Rome. He is a native of Des Moines and was graduated in science and engineering from the South Dakota State School of Mines. He has been associated with Westinghouse since 1924.

Mr. Little, 46, is a native of Kalamazoo, Mich., and a graduate of the University of Michigan. Joining Westinghouse in 1919, he assisted Dr. Frank Conrad in designing, manufacturing, installing and operating the original Westinghouse stations KDKA, WBZ, WJZ, and the later station for KDKA.

XUM

BEHIND the MIKE

ARTHUR REILLY, formerly the *Globe Trotter* of the *Washington Herald*, recently with WCHS, Charleston, W. Va., has returned to Washington to join WOL as news commentator, sponsored by the local Aristo Cleaners. On Jan. 21 he began a 10-day personal appearance at the local Keith Theatre.

JACK STARR, sports announcer of KMBC, Kansas City, has been awarded the Leisy Brewing Co. radio contract for a 52-week sports review, Mondays through Saturdays, beginning Jan. 30, on WTAM, Cleveland. After auditioning and interviewing a number of well-known sportscasters, executives of the Leisy Co. and their advertising agency, Fuller & Smith & Ross, selected him.

STANLEY BABINGTON, formerly with WHK, Cleveland, WJW, Akron and WSPD, Toledo, has joined WSMK, Dayton, as program director, replacing Helen Blue.

DOROTHY GORDON, children's program authority heard on WOR-Mutual thrice-weekly with a program series of folktales and folktunes, has written a new book for juveniles, *Ti ri li, Come to France*, released this week by American Book Co. Another of Miss Gordon's volumes is to be published next month.

JON SLOTT, Hollywood writer, has joined the CBS *Campbell Playhouse* with Orson Welles, sponsored by Campbell Soup Co. He is now in New York.

WALTER HAASE, studio manager of WDRC, Hartford, Conn., addressed the Storrs Dramatic Club at Connecticut State College Jan. 16.

LEE KIRBY, announcer of WBT, Charlotte, recently was presented the keys to the City of Charlotte by Mayor Ben Douglas during the *Man On the Street* program Kirby has been handling during the last two years.

MAC McALLISTER is new chief announcer of KGVO, Missoula, Mont.

BILL BEAL, announcer and continuity writer of KDKA, Pittsburgh, is to marry Cynthia Cate, of Pittsburgh, late in the spring. Beal also has been named KDKA continuity chief, effective Feb. 1, by Manager Sherman Gregory.

RHEA DIAMOND has resigned from the publicity staff of WMCA, New York, effective Feb. 3, to devote herself to domestic duties.

PAUL BRENNER, announcer for WNEW, New York, has been selected by Sherman K. Ellis & Co., New York, to handle the announcing on WJZ, New York, for the *Jane Arden* serial program, sponsored by Ward Baking Co., New York, on NBC-Blue.

MARTIN BLOCK, conductor of *Make Believe Ballroom* on WNEW, New York, is under contract to write songs for Irving Berlin music publishers.

EDDY RICHMOND, recently of KGCX, Wolf Point, Mont., has joined KID, Idaho Falls. Henry Maggini has taken his place at KGCX.

GORDON WILCOX, formerly of WBRK, Pittsfield, Mass., has joined the announcing staff of WTIC, Hartford.

CAROLINE GRIFFITH, formerly with retail stores in Seattle, recently was added to the continuity department at KIRO, Seattle.

HAL WOLF, sportscaster, has been named special events director of KJR, Seattle.

WAYNE SHORT, announcer of KSD, St. Louis, whose hobby is bird study and who is St. Louis regional director of the Audubon Society, has been elected president of the St. Louis Bird Club.

J. FOSTER, of WICC, Bridgeport, Conn., is the father of an 8 lb. son, born recently.

DAVE TAYLOR, formerly of WHBY, Green Bay, Wis., and WKBH, La-Crosse, has joined WBIG, Greensboro, N. C.

FRED G. WILLIAMS, Hollywood, and Arthur Stander, Chicago, have been signed to work on script of the NBC *Bob Hope Show*, sponsored by Pepsodent Co.

BARRY KING, formerly of KFAB, Lincoln, where he was heard as J. B. Lake, has joined KMBC, Kansas City, as announcer and sportscaster.

L. R. KIRK, formerly with KAST, Astoria, Ore., recently joined KXL, Portland, Ore.

ANNE HARRISON, new to radio, has been appointed publicity director and office manager of KFVD, Los Angeles, succeeding Cecila Brady who resigned to teach school.

RICHARD VAN TASSEL DES ANTELS, formerly of KTSM, El Paso, Tex., has joined KFAC, Los Angeles, as continuity writer.

HAROLD STROMWALL has joined the announcing staff of KFAM, St. Cloud, Minn.

MRS. EMMET FITZGERALD, formerly secretary to Hale Bondurant, sales manager of WHO, Des Moines, is the mother of a boy born Jan. 9.

GARY BRECKNER, CBS Hollywood announcer, is collaborating with Karl Galbraith in writing *The Hot Shot Kid* new race tract serial now running in the *Los Angeles Evening News*.

MARY MERRIMAN, of the program department of WSYR, Syracuse, is to speak on the possibilities and development of children's programs at a meeting of the Federation of Women's Clubs Feb. 9 in Hotel Syracuse. General discussion of children's radio programs is the principal purpose of the meeting.

DAVID MILLER, announcer of WMCA, New York, is to marry Denise Parker, radio actress, Feb. 18.

ELLIOT GROSS, newspaperman, has joined the announcing staff of WFMD, Frederick, Md.

CHARLES KINGSLEY Jr., formerly production manager of KYOS, Merced, Cal., has been named production manager of KHUB, Watsonville, Cal., and Jack Wagner appointed chief announcer.

HAROLD BEAN, formerly of WMBD, Peoria, Ill., has joined the production staff of NBC-Chicago as a director specializing in musical programs.

ARTHUR KAHN has been added to the NBC Hollywood musical conductors staff. He has been assigned to the Thursday night *Modern Melodies* program on NBC-Red .

SYD CORNELL and Wendell Niles, Hollywood writers, have been added to the scripting staff of the CBS *Joe Penner Show*, sponsored by General Foods Corp. for Huskies.

VICTOR MILLER, musical director of WSYR, Syracuse, will be guest soloist March 9 during a spring season concert of the Syracuse Symphony Orchestra.

LEONARD COE, formerly of the sales department of KFRO, Longview, Tex., has joined KLRA, Little Rock, Ark. He is succeeded by Charles Boyd. Frank Holloway, formerly of KRIC, Beaumont, has joined the announcing staff of KGKL, San Angelo.

THE prize fighter and the lady met in gentle combat recently in a Denver hotel when Tony Canzoneri donned gloves with Wauhillau La Hay, woman commentator of KLZ, with Charlie Inglis, KLZ sports announcer, as referee. Miss La Hay later broadcast an account of her fistic experience.

A Radio Ship

F. WELLINGTON MORSE, production manager of KLS, Oakland, has designed and built a three-foot model steamer, which is radio-controlled. His demonstrations with the model in city parks in Oakland and San Francisco recently have amazed onlookers. Morse stands on the shore and through his midget instrument panel transmits signals to a relay on the small gasoline propelled ship. The relay operates the steering mechanism and Morse is at liberty to decide the vessel's course merely by manipulating the small panel on shore.

IRA BLUE, sportscaster and commentator at NBC, San Francisco, is back on the air, following a long absence while recovering from a hip fracture. He appears before the microphone on crutches.

JOHN BRIGGS, formerly with the publicity firm of Constance Hope Associates, New York, recently joined the NBC press division to specialize in writing music stories.

JACK MARK, formerly radio columnist for *American Jewish Life*, recently joined WLTH, Brooklyn, as publicity director.

BILL BROWN, formerly a CBS page boy, recently was promoted to the network's sound effects department.

J. HOWARD PYLE, program director of KTAR, Phoenix, recently made his seventh appearance before a local service club, speaking on "The Other Side of Radio".

DALE DARR, formerly of KOIL, Omaha, has rejoined KLUF, Galveston, Tex., to do special events and commercial work.

LAYMAN CAMERON, formerly of KWK, St. Louis, has joined the announcing staff of WOAI, San Antonio.

GLAN HEISCH, program manager of KFI-KECA, Los Angeles, is the father of a 6½ pound girl, born Jan. 23.

HENRY DUPRE, of WWL, New Orleans, has been named official master of ceremonies for the Mardi Gras parade Feb. 18.

BETTY JEAN LENNART, who heads the *Sunshine Club* on KRNT, Des Moines, and Ray Bates, engineer, were married Jan. 21 in the hospital room of Vivian Brown, a club member who has been bedridden for several years and received hospitalization through the efforts of Miss Lennart.

ROBERT M. HAFTER, CBS Chicago production manager, accompanied by his wife, is in Hollywood on a combined business and pleasure trip. Mrs. Hafter played Kitty O'Neil in *Laughing Lady* on the NBC-Red network *Avalon Time* program.

BOB MOON, formerly of KOIL, Omaha, has joined KMTR, Hollywood, as special events announcer.

ROLAND PETERSON, formerly of the promotion department of KSO-KRNT, Des Moines, has joined WNAX, Yankton.

BOB LONGSTREET, program director and chief announcer of WFMD, Frederick, Md., recently was named commercial supervisor of the station.

BOB BECKER, free-lance announcer, on Jan. 23 joined the announcing staff of WNEW, New York.

DAVE CHAPMAN has been placed in charge of sports broadcasts by KCKN, Kansas City, Kan.

LIONEL RICAU, announcer of WWL, New Orleans, has returned from a months leave of absence during which he attended classes in New York on radio dialogue, English and music appreciation. During his absence Al Godwin, formerly connected with WLW Cincinnati, held down his duties.

BOB HANSON, formerly of WHBL, Sheboyban, Wis., has joined the announcing staff of WKBB, Dubuque, Ia., where he succeeds Bill Sears, who has joined KFBK, Sacramento, Cal.

HAL BURNETT, public relations director of WBBM, Chicago, addressed the Northwestern U. radio survey classes Jan. 24 on "Radio's Public Responsibility". The classes are conducted by Parker Wheatley, of the University Broadcasting Council.

DAVE BRADLEY, formerly manager of Freddie Martin's Orchestra, has joined the KYA, San Francisco, production staff.

TOM JONES, producer at KYA, San Francisco, suffered from the effects of smoke recently when fire engulfed his hotel in the early morning hours. One person was killed and twelve were injured in the same blaze.

BEN BEZOFF, news editor of WKY, Oklahoma City, law student at Oklahoma U., was recently named president of Zeta Sigma legal fraternity at the University.

Heads WLW-WSAI Press

CECIL CARMICHAEL, press relations director of WKRC, Cincinnati, on Jan. 20 was named director of press relations of WLW and WSAI by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting. Mr. Carmichael took over his duties Jan. 23 after having been associated with the CBS-owned WKRC for about a year. Prior to that he was with WBT, Charlotte, also owned by CBS, and with the United Press. He succeeds Bill Bailey, recently designated supervising editor of the WLW-WSAI News Room. In addition to WLW and WSAI, Mr. Carmichael will handle publicity activities of all other Crosley broadcasting operations, including the new 50,000 watt W8XAL, international station, and its ultra-high frequency and facsimile experimental activity.

MRS. SYLVIA WARNOW, wife of Mark Warnow, the CBS musical director, died Jan. 12 in Miami Beach following an illness of several weeks. Surviving are her husband and three children.

FRANK C. CHAMBERLAIN, former continuity writer on the staff of KROW, Oakland, Cali., died recently from the effects of an intestinal ailment. He was 31.

Medical Warning Is Issued by FCC

Stations Are Deemed Liable In KMPC Renewal Ruling

RENEWED expression that the FCC proposes to hold stations strictly accountable for commercial programs making fraudulent claims "concerning the treatment of human disease and misery", was pronounced by the regulatory agency in a decision Jan. 16 renewing the license of KMPC, Beverly Hills, Cal.

In its written opinion, the Commission stated the station, among other things, had been cited because of announcements "of doubtful public interest" made over its facilities concerning the Basic Science Institute and the Samaritan Institute. The station's license was renewed, however, because it was shown that the management of the station had completely changed and that the programs had long since been discontinued. Moreover, it found that the station now is rendering a satisfactory public service and that periods of time are devoted regularly to broadcasting of sustaining programs of a civic and cultural nature.

Violations of Law

In dealing with questionable medicals, however, the FCC stated that in the case of Basic Science Institute, it was ascertained it was a chiropractic organization and that the chief member of its staff in 1935 had been identified with another similar organization. He had been arrested, tried and found guilty of violating the California State Medical Act. It brought out also that in 1935, in renewing the KMPC license, the Commission had condemned the part played by the station in promulgating the schemes of the Alhambra Electronic Institute, with which the chief member of Basic Science was identified.

"Assuming the propriety of one advertising his skill in the diagnosis and treatment of human ills, certainly stations should carefully investigate this and similar enterprises to which they are requested to lend their facilities in foisting upon the public representations and claims concerning the treatment of human disease and misery," the Commission opinion stated. "It is enough that advertising continuity of such character be offered a station to cause it to carefully scrutinize the same, as well as to thoroughly investigate the particular scheme to be presented."

Regarding the Samaritan Institute, the Commission said that its broadcast was of doubtful merit in the public service. It limited its representations to a 48-hour treatment for alcoholism.

"As to this scheme," said the Commission, "investigation reveals that said Institute has in its service certain persons who were engaged in the practice of medicine without a license therefor, and that several individuals who have subjected themselves to the treatment offered have, as a result thereof, suffered serious physical consequences. This program, similar in its general character to the one heretofore discussed, was not in the public interest. This program also has been discontinued."

CROWDED POLITICAL CALENDAR

For Montana as KGIR-KPFA and Z-Bar Net Go in For Extensive Legislative Coverage

POLITICAL news recently struck renewed emphasis in the schedules of KGIR-KPFA, Butte-Helena, and the Z-Bar Net, starting with the Jan. 3 broadcast of the Governor's message to the State Legislature in Helena, with every station in Montana connected to the Z-Bar Net for the program. Following up this angle, KGIR-KPFA has arranged several news and educational series on political developments.

A weekly forum, with members of the Legislature taking part, is broadcast from the Governor's reception room in the Capitol. Handled by KGIR-KPFA, the feature is also fed to KFBB, Great Falls, KGVO, Missoula, and KGEZ, Kalispell. The first broadcast, directed by Barclay Craighead, veteran in state and national politics, was opened by Lt. Gov. Hugh Adair and other leaders of the State House and Senate.

Another series, heard nightly on KGIR-KPFA while the Legislature is in session, is *What's Happening Under the Capitol Dome*, with K. O. MacPherson reviewing the day's developments and presenting a legislator for his views on particular matters. A different speaker is used each night and none are scheduled more than once during the session.

The Montana Supreme Court is cooperating in a special *Decision Day* series, to start in February, designed to educate school children in the duties and functions of the tribunal. The day-time programs will be directed at pupils during school hours, so they can listen from their classrooms.

Shadwell Promoted

CLAIR SHADWELL, who joined WSAI, Cincinnati Jan. 1, on Jan. 23 was named program director by Dewey H. Long, general manager.

Mr. Shadwell

He has been conducting the every-morning *Bow's Daily Express*, leaving WRC-WMAL, Washington, for the Crosley post. He succeeds Harry Schuler, who has been transferred to the sales department. Michael Hinn, formerly of WWNC, Asheville, N. C., and before that with several midwestern stations, has joined WLW and WSAI as announcer.

GUY EARL, one-time owner of KNX, Hollywood, is now treasurer of the Non-Breakable Lens Co., Beverly Hills, Cal., and is handling its sales and promotion. Company is reported to be preparing for radio advertising.

Nation-Wide Popularity Poll Explains the

LISTENER PREFERENCE

for

in ST. LOUIS

4 of the First 5

Most Popular Radio Entertainers

According to the Motion Picture Daily poll of 600 Radio Editors and Columnists, four of the first five "champions" are on KSD programs—Charlie McCarthy, Jack Benny, Bing Crosby and Fred Allen.

BASIC NBC RED NETWORK

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

FCC Is Cautioned To Avoid Duress

Civil Liberties Union Raps Statements in Speeches

PUBLIC statements by any member of the FCC, which may "exercise duress" on radio stations, are taken to task by the American Civil Liberties Union which on Jan. 17 dispatched a letter to all FCC members urging them to advise stations that no action will be taken on the basis of the recent pronouncement of Chairman Frank R. McNinch threatening stations which "used radio as an instrument of racial and religious persecution" [BROADCASTING, Dec. 1].

The letter is signed by Harry F. Ward, chairman, and Roger N. Baldwin, director of the Union, and Quincy Howe, chairman of the National Council on Freedom from Censorship. It declared "such pronouncements are wholly contrary to the intent of Congress as expressed in the provision of law prohibiting to the Commission any power of censorship over utterances on the air.

Recalls WMCA Case

A number of stations, according to the Union, have turned down speeches which might have been disapproved by the FCC. The case of WMCA, New York, is cited, the president of the station being quoted as saying that Mr. McNinch's statement had been the chief cause for discontinuance of Father Coughlin's talks last November and for cutting off the air Judge F. J. Rutherford, Jehovah's Witnesses leader who attacked Roman Catholics.

In his speech Mr. McNinch stated: "Should there ever be an attempt here by anyone to so debase radio as to use it as an instrument of racial or religious persecution, the Communications Commission would employ every resource it has to prevent any such shocking offense."

The Union's letter to the FCC held that "many stations have been restrained in dealing with Father Coughlin, Judge Rutherford and other speakers by the pronouncement of the Commission's chairman."

McLinn Named

STONEY McLINN, sports director and commentator of WIP, Philadelphia, has been named "favorite sports commentator" in a 10,000-vote contest among the membership of the Pop Warner football conference. Of 10,120 votes registered, McLinn received 3,591. Ted Husing, CBS, was second with 2,109; Bill Dyer, third with 1,596; Paul Douglas, 741; Ed Thorgenson, 570; Lanse McCurley, 401; Byrum Saam, 399; Hal Simonds, 347; Clem McCarthy, 342; Graham MacNamee, 228; Stan Lomax, 171; Sandy Guyer, 118; Red Walsh, 78, and Buzz Davis, 37. The survey-vote was made by the Sandlot Sports Assn. Inc.

RIPLEY's syndicated *Believe It Or Not* cartoon on Jan. 12 carried a sketch of Henry Phillips, who is said to receive the programs of WHAM, Rochester, in his furnace and tunes in WHAM by simply opening his furnace door.

Guestitorial

FREE SPEECH AND BROADCASTING

By LAURENCE E. NEVILLE, A.B., LL. B.

Continuity Department, KMOX

IF THE leaders of the broadcasting industry think they're applying an anesthetic to radio's most ticklish spot—free speech—when they make public utterances, they're laboring under a magnificent delusion. Their statements, tossed around like a baseball, from editorial page to editorial page, serve not as a quietus, but as an added irritant.

Mr. Neville

Neville Miller has been bathed, not wholly undeservedly, in the caustic ash of criticism, for recently saying that radio "could not tolerate abuse of free speech." It was not what Mr. Miller said which deserves the criticism which has been forthcoming, but what he meant when he said it.

What Mr. Miller had in mind was not abuse, as determined after a trial in open court, when all the surrounding circumstances may be offered in evidence in prosecution and defense. What he had in mind, and what we in the industry know he had in mind, was the apparent necessity broadcasting feels to apply punishment before commission of the offense, namely, by station censorship, or refusal of broadcasting facilities.

What Is Free Speech?

Without pussy-footing around, Mr. Miller means by "abuse" of free speech, such speech as might offend the Administration or its politically favored, or might offend some advertiser, or some listeners. And may I submit that Christ's speeches would offend most politicians, many advertisers, and some listeners. In fact, to the writer, who has been in commercial broadcasting for six years, it seems quite likely that Christ would be denied station and network facilities today. He was too militant, too positive, and too unsettling to the minds of those to whom ethics is merely a word on which to construct puns.

What is free speech? The word "free" is defined by Webster's New International Dictionary as meaning "not subject to an arbitrary external power or authority." Hence, free speech is that speech which is not subject to an arbitrary external power or authority.

Therefore, I echo the cry of Montana's Senator Wheeler, "Who is Mr. Miller that he should set himself up to say when free speech should be denied any citizen of the United States?" Will Mr. Miller be the Hague of broadcasting, or must the industry set up a lot of little Hagues, hands folded on their fat little tummies, like so many placid Buddhas, smiling sweet approval upon the "free speech" of a favored few, frowning and denying facilities to the unsanctified?

Broadcasting is not entirely to be blamed for its state of mind regarding free speech, reflected in Mr. Miller's statement. There are several reasons for the chaos which a study of the subject discloses.

One reason is that the United States is blundering in neanderthal darkness in the development and application of the principles of administrative law. The FCC is an administrative tribunal, and as such, is subject to the frailties of the commission form of regulation.

With radio stations dependent for renewal of their valuable licenses upon the state of mind, health and digestion of commissioners who may act upon such broad powers as conferred by the "public interest, convenience and necessity" concept, small wonder it is that broadcasting shivers in its boots when a leftist appears with a commentary from which spears of communistic flame shoot, or when a Republican appears with 20 type-written pages of *quote tweedle-dee unquote*. Small wonder it is, considering the ridiculousness of such incidents as that Eugene O'Neill broadcast, that broadcasters fear, not alone to grant the right of free speech, but as well, to contribute to the culture of the people. Until a sharp definition of nebulous regulatory powers is established, this fear will be with the industry.

Administrative law, as it may be applied to problems in our democratic form of government, is still growing. Nobody knows much about it; least of all, it sometimes seems, those who administer it. For when a scholar arrives at a logical conclusion, as the result of his study, he finds himself checkmated by an arbitrary decision of a political appointee who hasn't studied the thing he is delegated to administer.

Time to Get Tough

A second fundamental problem may be solved by broadcasting, and by it alone. That is the apparent necessity of censorship as a matter of commercial diplomacy. Thus a station feels obliged, nay, *is* obliged, to steer clear of all comments which may, in any obscure way, offend an advertiser.

The propagandistic agencies of the Administration take full advantage of broadcasting's powerful medium to advance its interests. Yet, broadcasting fears to take its own head, to allow its commentators to reflect its ideas, in short, to sell itself, its principles, and its policies as well as commercial products.

If broadcasting would stop weaseling around, rear its head, and demand its right to opinionation, a right exercised by the press, no loss of revenues or prestige would result, and the perhaps unnecessary fear of the governmental whip would vanish.

In a newspaper, it is true, there is a complete divorcement between editorial policies and the advertising. (This is under ideal conditions.) The editorials and news stories sell circulation, which attracts advertising. In broadcasting, there is no such divorcement between the feature and the advertising. It is one of a young industry's many mistakes.

There is another aspect of the question of free speech, to which some attention has peen paid, and to which increasing attention will be paid. It is, namely, the difference between newspapers and broadcasting, with reference to the laws of libel and slander. Though a newspaper has a much fuller control over its printed columns than a broadcaster has over speakers thru his facilities, the broadcaster is made to hew to the same line, and is held to the same legal consequences if a slander be uttered on the air. A mere slip of the tongue, an inadvertent saying what is in one's mind, rather than what is in one's script, may launch an action for slander against a broadcaster.

Law Now Helpless

This is fundamentally a problem of radio. The law is helpless to aid the broadcaster at the present time, for it is inadequate. Some bill-drafting is in order, and a bit of promotion work, to induce legislation which will relieve the broadcaster from civil or criminal liability for slander, except where intent may be clearly established. Recourse against the speaker, of course, may never be denied.

Every broadcaster, I presume, has felt that queasy fear grip his stomach at some time or other, when a politician appeared at the studio, drunker than a barge captain on a Saturday night ashore, to make a campaign speech. What broadcaster would dare deny a Senator, judge, mayor or governor, the right to go on the air, simply because he had had a "highball or two" at a rally dinner? Yet, the six or fifteen highballs the Senator had at the rally may begin ad-libbing slanderous statements, not only about his opponent, but his opponent's friends, and perhaps the validity of his parent's state of wedlock. And the broadcaster is legally answerable.

Perhaps these goals seem unattainable. Perhaps they are. But newspapers were faced with these same, or very similar problems, and fought their way to a militant independence. No newspaper can sway public sentiment in the powerful way a large broadcasting station can. And that power can, and should, give the broadcaster also, a militant independence, and a position which attains journalism's eminence.

CARMEL SNOW, editor of *Harper's Bazaar*, who sailed for Paris Jan. 21 to attend fashion showings, will be heard giving a resume of styles when she broadcasts *The Whole Story of the New Paris Fashions* over CBS Feb. 6, 5-5:15 p. m. (EST).

Television in America Expected Soon to Pass Development in Europe

A PROPHECY that within a year or two American television will outpace developments in England and anywhere else in Europe was made by Solomon Sagall, managing director of Scophony Ltd., English television company, at the concern's annual stockholders' meeting held recently.

Mr. Sagall, who had just returned from an extended visit to New York where he began negotiations for the formation of an American company to manufacture video receiving sets under Scophony patents, based his prediction on the fact that from the very start of public television broadcasting in the spring there will be two companies in the field, NBC and CBS, and that this rivalry will make for first-class quality in the programs offered. The interest of the motion picture industry, which can give to television its whole resources of picture production technique, is another factor that will make for rapid progress in sight broadcasting in America, he said.

Sir. Maurice Bonham-Carter, chairman of Scophony, praised the two-year record of the BBC in television as a successful experiment, but pointed out that public response, as expressed in terms of acquisition of receivers, has been "somewhat meager."

He made three suggestions for speeding up the extension of British television: The gradual introduction of television as pictorial illustration to normal sound broadcasting; enlisting the experiences of the cinema industry in the art of providing public entertainment, and the serious consideration by the BBC of the possibility of "sponsored programs" by advertisers.

WIOD Dispute Settled

A DISPUTE involving WIOD, Miami, Fla., provoked by efforts of the Miami local of American Federation of Radio Artists to unionize announcers and performers, at the station, has been adjusted, with the withdrawal of charges by the local, it was learned Jan. 17. The matter had gone to the National Labor Relations Board which had dispatched an arbitrator to Miami. The station, it is reported, did not surrender any rights in the matter.

WSYR

Lowest Cost per Listener .. Both RED & Blue NBC shows

SYRACUSE

Patents and Progress

(*Continued from page 32*)

pictured in contrast to the present development of television technique as "a highly organized industrial research project", was summarized by Senator O'Mahoney, TNEC chairman, as illustrating that "rugged individualism", even in science, was disappearing and that collective research was necessary to bring inventions to marketable form.

In 1921, when he was 13, Mr. Farnsworth said he had first got the idea for television apparatus with no moving parts. By the next year the idea of producing an electrical counterpart of an optical image by using a tube had taken shape. In 1924 he said he had evolved substantially what is the present electronic television. During this entire period he worked in a home laboratory, studying scientific books in the local library.

Research Expense

In 1926 he secured the financial backing of two California business men—$8,000—and established the Crocker Research Laboratory in Los Angeles. This amount was spent in two months, and $12,000 additional was supplied. In 16 months a total of $60,000 had been spent on developments, including the cost of technical information purchased from experts in particular scientific fields. In the 13 years since the initial investment, backers have spent "considerably more than $1,000,000", he estimated.

Late in 1927 television without moving parts was first demonstrated, he recounted. This was simply a laboratory demonstration that an image could be converted. Meantime Bell Laboratories broadcast the first actual televised image, from New York to Washington, in October, 1927.

The electron multiplier tube of 1928 had a sensitivity 100,000 times less than that of the present tube, he observed, although the present one is merely a refinement of the original. At the hearing he produced a modern tube which he said would instantaneously record the light of a candle 10 miles away. The electron multiplication principle in tubes offers "probably the most powerful means of amplifying feeble electrical impulses", he added, explaining that such tubes were used, in addition to television, as an inexpensive hard X-ray source, in translating images from invisible light to visible light, and in electronic microscopes and telescopes.

The Farnsworth company holds 46 television patents, he said, and has "about twice as many" applications filed with the Patent Office, of which about three-fourths are for his own inventions. He revealed that while he does not own controlling interest in the firm, he does hold twice as much stock as any other individual stockholder, and that the majority of stock is very closely held.

Mr. Farnsworth said the company has been involved in 20 or 25 interferences on its patent holdings. The cost of these legal actions, one of which lasted two years and cost about $35,000, had to come from the financial backing of the firm, and each suit meant just that much less for research, he explained, since there has not yet been any income for the company.

Wong Wrong

TO COMPTON Adv. New York, K. C. Wong, of the bookkeeping department of KGMB, Honolulu, is the most honest accountant in the world and works for the most honest station. Last year the agency placed *Vic & Sade* for Crisco on KGMB, Honolulu and KHBC, Hilo, which are ordered at a combination rate. In June the KHBC program was cancelled, although it continued on KGMB. In going over the P&G records, Mr. Wong discovered that KGMB owes P&G a credit of $1.47 covering the period June-December, 1938. Whereas it should have been buying KGMB for $3.984375 for the Crisco program, the agency was paying $3.99, he pointed out, adding that while buying KGMB and KHBC for $5.31, the price should have been $5.3125. After consulting his sliderule, Bookkeeper Wong sent the Compton organization a $1.47 credit.

KTSW, Emporia, On Air

KTSW, new 100-watt daytime station on 1370 kc. in Emporia, Kan., authorized last Nov. 30 by the FCC, went on the air Jan. 25 following construction work that took only seven weeks, according to K. W. Trimble, general manager. The station is equipped with Collins transmitting apparatus and a Lingo radiator. It is licensed to a group of 16 local residents, headed by S. B. Warren as president.

NBC IN HOLLYWOOD USES OLD STUDIOS

NBC Radio City, Hollywood, taxed for space to accommodate its heavy production schedule of transcontinental and West Coast programs, has started using its former headquarters on Melrose Ave., which were abandoned last November. Old studios are being used for Pacific Coast sustaining programs, and when *Fitch Bandwagon*, sponsored by F. W. Fitch Co., switches from Chicago to Hollywood on the NBC-Red network Feb. 5, for three weeks or more, it will emanate from the Melrose Ave. structure. When NBC started using its new Hollywood studios last September, Don E. Gilman, western division vice-president, predicted the facilities would not be sufficient for this season's schedule of programs and said the Melrose Ave. structure would be retained for emergencies.

NBC has taken steps to eliminate whistling and feet stamping by studio audiences during shows in Hollywood Radio City. John W. Swallow, western division program director, has instructed all staff directors to make every effort to limit audience demonstrations to laughter and applause. Cooperation of agency producers has also been requested. Swallow's campaign was brought about by editorial and cartoon criticism, supplemented by protest letters from listeners who commented on the "bad taste".

"HELLO, NATE PUMPIAN"
(Hearst, Hurst & McDonald)

Did You say MARKET ?

Maine's big with 793,000 pop. But PEORIAREA has 605,000 in a 60 mile radius. Richest farm lands—world-famous industries like Caterpillar Tractor, Hiram Walker, Keystone Steel & Wire. You can cover this market with a SINGLE low-cost station—WMBD.

Free & Peters, Inc. Nat. Reps.

WMBD PEORIA

MEMBER CBS NETWORK

NEW YORK'S OWN!

The radio show that all New York is talking about is "GOTHAM NIGHTS" on WHN every Monday at 8 P. M. And no wonder! These guest stars have contributed to make it the most sparkling, sophisticated show on the air:

★ FRANCHOT TONE
★ SYLVIA SIDNEY
★ GLADYS COOPER
★ A. E. MATTHEWS
★ EVERETT MARSHALL
★ GRETA KELLER
★ WALTER SLEZAK
★ HY GARDNER
★ WILMA BAARD
★ DON ALBERT'S ORCH.
★ ED EAST
Regular Commentator

Write, wire or phone for sponsorship details

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES: EDWARD PETRY & CO., INC.

Ruling in Canada Leads to Inquiry

Parliament to Probe Denial Of Network to Publisher

By JAMES MONTAGNES

BECAUSE the Canadian Broadcasting Corp. would not allow C. George McCullagh, publisher of the *Toronto Globe & Mail*, morning newspaper, to use a national or private network of stations for his five weekly talks "Some Plain Speaking" starting Jan. 15, the CBC is to undergo a Parliamentary investigation on the grounds that its regulations ban freedom of speech.

Thirty-three-year-old George McCullagh, once a newsboy and now a publisher of the second most important morning paper in Eastern Canada, asked for a national network to discuss national problems. The CBC turned this down. Then a network of 19 privately-owned Ontario stations was lined up. Five days before the talks were to go on, permission for this network was refused. McCullagh then had transcriptions made, sent to each station, and went on personally from CFRB, Toronto.

The Toronto Globe & Mail, added on Jan. 27, 12 stations throughout Canada to its 18-station Ontario list, carrying Sunday afternoon half-hour talks by Mr. McCullagh on "Let's do some plain speaking on national problems." The talks, originally planned to go on a network, have been transcribed and placed on individual stations, with CFRB, Toronto, carrying the live talk. MacLaren Adv. Co., Toronto, made the arrangements.

The action of the CBC has caused a sensation not expected by the talks. In opposition government circles the action has been called a ban on the freedom of speech. Parliament, which convened at Ottawa, Jan. 12, could do little else than give in to the clamor and allow an investigation.

Turned Down by CBC

Although Mr. McCullagh offered the CBC to read his speeches prior to their airing, the CBC turned down both network line-ups because of CBC rulings that "no individual may purchase any network to broadcast his own opinions" and "no profit-making corporation may purchase any network to broadcast opinions." The ruling does not apply to political parties. In Parliament, Transport Minister C. D. Howe, in charge of radio, stated the same regulations apply wherever there are networks, as the British Broadcasting Corp., NBC, CBS, MBS.

Publisher McCullagh was offered an opportunity to take part in the various CBC forums on current affairs, but turned this offer down because a forum would not "fulfill the motive I have in mind to awaken public consciousness as to affairs confronting the nation." The entire question of freedom of the air was complicated by charges that foreign commentators could talk on Canadian networks, coming through United States nets into Canada.

The CBC may change its regulations at a later date to circumvent future possibilities of private individuals buying spot time for transcriptions on indivdual statons when networks are refused. No new regulations are to be passed to stop McCullagh's recorded talks. The CBC attitude is that only the wealthy would be able to buy time to aid their opinions if existing regulations were eliminated. Now through forums, both sides of a question can be aired at the same time without charge over national or regional nets.

Editorially the *Toronto Evening Telegram* stated on the case: "The dangerous aspect of the whole controversy is the apparent interference by the Government in the operation of a medium of communication which should be free. We still have a free press in this country, but we do not have a free radio system. The incident provides the most powerful argument for the wiping out of the whole Broadcasting Corp., and leaving the radio in private hands subject only to reasonable regulations."

Canadian Paint

CANADIAN INDUSTRIES, Montreal (paint and varnish division), started a three-weekly spot campaign on January 9, over a coast-to-coast list of 20 Canadian and Newfoundland stations. They are CHNC, New Carlisle, Que.; CKAC, Montreal; CHRC, Quebec; CHLT, Sherbrooke, Que.; CKCO, Ottawa; CJOR, Vancouver; CFAC, Calgary, Alb.; CJCA, Edmonton; CJOC, Lethbridge, Alta.; CKPR, Fort William, Ont.; CFRC, Kingston, Ont.; CJIC, Sault Ste. Marie, Ont.; CFRB, Toronto; CKLW, Windsor; CHSJ, St. John, N. B.; CJCB, Sydney, N. S.; CJLS, Yarmouth, N. S.; CFCY, Charlottetown, P. E. I.; VOCM, St. John's, Newfoundland. J. Walter Thompson Co., Toronto, handled the account.

KBND Is Inaugurated

C. O. CHATTERTON, manager of KGW and KEX, Portland, Palmer Hoyt, general manager of the *Portland Oregonian*, and Judge John Kendall, radio legal representative, participated in the inaugural of the new KBND, at Bend, Central Oregon's first broadcasting station, operating on 1310 kc. with 100 watts night and 250 day. Dedication of the station, licensed to the *Bend Bulletin*, followed frequency tests conducted by Edmund Frost, RCA engineer in charge of installation of equipment which is RCA throughout with a 175-foot Lehigh radiator. Chief engineer of the station is Stanton Bennett under Frank H. Loggan as manager. Studios and transmitter are located in Oregon's famed Pilot Butte Inn.

KELO, Sioux Falls, S. D., on Jan. 24 was authorized by the FCC to increase its day power to 250 watts, continuing at night with 100 watts. It operates on 1200 kc.

Fitzpatrick in St. Louis Post-Dispatch

Gov. O'Daniel Inducted

RADIO paid tribute to its own in the University of Texas Stadium Jan. 17 when Gov.-Elect W. Lee O'Daniel, a product of radio exploitation as sponsor and m.c. of a regular commercial over Texas stations, was inaugurated. WBAP, Fort Worth, home of Gov. O'Daniel, keyed the Texas Quality Network for complete description of the ceremonies under the direction of Manager H. C. Southard. A big staff of Texas State Network announcers and control men handled two hours of broadcasting of the day's events for that hookup, over which Gov. O'Daniel plans to continue his *Friendly Chats* from the executive mansion at Austin rather than from his Fort Worth home. On Jan. 18 TSN carried the Governor's address to the Legislature. Permission for the broadcast was granted by a resolution passed by the State House of Representatives.

Cooperation With Radio Is Advocated By Hamilton in Address to Publishers

COUNSELING newspaper publishers to cooperate with radio and benefit rather than turn their backs on it, Guy C. Hamilton, vice-president and general manager of McClatchy Newspapers, told members of the California Newspaper Publishers Assn., meeting in Fresno on Jan. 20, that he did not think "radio is or ever has been a threat to the newspaper; on the contrary, it can be made an important adjunct to newspaper expansion and promotion.

Radio Won News Fight

"As we know, the fight over news broadcasts was won by radio," he commented in discussing radio-press relations. "The organization of the Press Radio Bureau some four years ago with rather reluctant approval of the ANPA was followed by decisions on the part of the United Press and International News Service to make their news available to radio stations. More recently, the big networks have dropped the Press Radio Bureau reports and are using those purchased from UP and INS. I think this is significant, for it shows that at least two great news gathering organizations have made up their mind that radio is inevitable and there is no use to fight it. They are finding out that radio and the newspaper actually complement each other. It would not surprise me if some day soon the Associated Press would reach the same conclusion and start selling its service to the radio broadcasters.

"Whether we as newspapermen like it or not, radio is going to continue to be with us and we might as well put away the crying towels. Instead of fighting it, we must meet it, and we must be prepared to meet its first cousins, facsimile broadcasting and television, both of which are looming rather large on the newspaper horizon these days. Let's stop knocking radio, get the mote out of our own eye, and go out after the business again.

"I call your attention as publishers to the report that the bill providing for a huge government owned shortwave radio station in the Panama Canal Zone is to be reintroduced this year in Congress by its author, Rep. Celler of New York. I think this is an extremely dangerous measure. While the ostensible purpose of such a broadcasting station is to fight Nazi and Fascist propaganda in South America, if the government is permitted to go into the broadcasting business, it would not be long until it would be using radio for other kinds of propaganda and it would be just a step from that to government-owned newspapers. This scheme menaces the free press of America, and I urge each and every one of you to oppose it."

Speaking of the McClatchy interests' activities in the radio field, Mr. Hamilton painted a bright picture of newspaper-radio cooperation.

"As you know, 1932 was the low point of the depression," he commented. "We had been spending $10,000 a month up to February of that year in promotional work to keep up circulation. To cut expenses we laid off all solicitors and stopped all circulation promotion. Since that time we have confined all promotional work to our radio stations. And amazingly, enough, all our papers have been gaining steadily each year since 1932. I do not wish you to think that all this circulation gain was due to our radio stations, as there undoubtedly were other factors. But it is my firm opinion that this constant plugging was the thing most responsible. I can account for these gains in no other way at a time when most of the other newspapers of the country were losing subscribers.

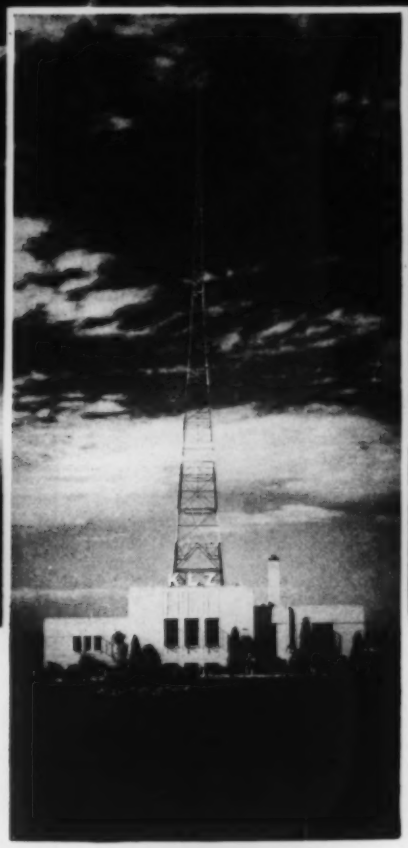
"I offer this to you as publishers for what it is worth. Some of you perhaps will object to my argument on the ground that it is not possible for every publisher to own a radio broadcasting station. My answer would be I feel radio is such a good medium of promotion that the publisher would be justified in using stations not owned by him and pay for the time to advertise his product."

LeVoy Drops Suit

MONROE B. LEVOY, writer under the name of Roy Post, on Jan. 18 withdrew his suit against NBC, Phillip Morris & Co., and Biow Co., which was filed in the New York Supreme Court recently to restrain the defendants from broadcasting a series, *The Perfect Crime*, idea and title for which he claimed to have originated.

JUST to prove that radio held no hard feelings against California newspapers, many of which months ago dropped their radio columns and news about broadcasting activities, NBC-Blue arranged for two special broadcasts in connection with the 51st annual convention of the California Newspaper Publishers' Association at Fresno Jan. 20 and 21.

"Mike" MEANS MICROSCOPE, TOO!



KLZ's 444-foot Blaw-Knox vertical radiator reaches skyward above Denver from one of the most beautifully landscaped transmitter sites in the country.

THIS particular Mike is not an integral part of many radio stations. It has always been definitely associated with KLZ. Mike makes sure that all KLZ recordings come up to the high standards of service set by KLZ.

Why make recordings at all? There are two very good reasons. First, there are many radio-worthy events in the Denver-Rocky Mountain region that cannot be aired at the moment of occurrence. KLZ feels that it owes its listeners an opportunity to hear them. Second, many advertisers with live talent shows want to review their programs after their presentation. KLZ wants them to have an opportunity to do so. Mike sees to it that there is no dilution of the original quality in either case.

Mike is symbolic of all of KLZ's efforts to produce the finest of entertainment for listeners, of more than a hundred extra safeguards KLZ employs to assure complete satisfaction for advertisers. Mike is another example of the correlation of men, methods and machinery that has put KLZ at the top of the list of Colorado's radio stations in listener preference and advertiser acceptance.

KLZ *Denver*

CBS AFFILIATE—560 KILOCYCLES

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

XUM

Purely PROGRAMS

IN COOPERATION with Transradio Press, WOR, Newark, on Jan. 30 inaugurated a new farm program, *The Farmers Digest*, heard daily except Sunday, 6-6:30 a. m., thus pushing WOR's sign-on up 25 minutes. Program will have a musical background with an m.c., and will report market trends, weather and road conditions, crop statistics and is aimed primarily at farmers. News of homemaking, child education and fashions also will be carried to interest the farmer's wife.

* * *

Safety Drive

OPENED by proclamation of the mayor of Cincinnati, and backed by the police department, traffic safety organizations, and three daily papers, WCKY, Cincinnati, is starting a "Save a Life" campaign during the week of Feb. 5-12. Although the drive is planned to extend indefinitely, during the opening week several hundred taxicabs will carry a placard calling attention to the campaign. WCKY will spot announcements from 6 a. m. to 1 a. m. publicizing safety ideas, and on a nightly half-hour different safety features will be carried, with interviews of police and safety officials, dramatizations of safety lessons and explanation of the city's traffic ordinances.

* * *

Spontaneous Discussing

FRANK discussions on topics of the day are permitted during the one-hour *Sunday Forum* on KMTR, Hollywood. With no advance program planned, the public is invited to attend and participate in the discussions. Those attending pick their own subject and start discussing. With Bud Ernest, production manager, conducting the *Forum*, a portable microphone is passed through the audience so anyone attending can state his view, either pro or con.

* * *

More Than One Language

AMERICANIZATION of a foreign-born Chicago family, in serialized form, is *Better Americans*, produced by the WPA Adult Education Program and sponsored weekly by the Chicago Board of Education on WGES, Chicago. Under bi-lingual presentation, the episodes are acted in English and summarized in Polish, German, Italian, Bohemian and Yiddish.

* * *

Tips for Skiers

DESIGNED for some 60,000 skiers in the Pacific Northwest, the twice-weekly *Ski Tips* on KVI, Seattle-Tacoma, presents Tor Torland, KVI announcer and ski expert, giving snow, weather and road conditions at all popular Northwest winter resorts; hints on technique, waxes, clothing and equipment; news of well-known Northwest skiers, and reports of ski tournaments and competition.

* * *

Honors in Raleigh

THREE non-competing local business firms are saluted for their contributions to the city's progress on the weekly *Civic Salute* of WPTF, Raleigh. Plan is to salute every business house, with no partiality for those using radio advertising. Transcribed band music is used, and half-way through the quarter-hour program fanfares salute the week's honor firms.

Cash From Hoodoo

FOR Friday the 13th promotion, Commercial Manager Robert C. Marvin of WICA, Ashtabula, O., devised a special *Hoodoo Day* sale at the local Carlisle-Allan Co. department store. Spot announcements, using sound effects, and special five-minute programs dwelling on superstitions features the radio promotion. The store offered 13% reductions on all merchandise by issuing coupons to be used to buy additional goods, 13 cents on each dollar. Newspaper lineage was used only as teasers, telling readers to listen for *Hoodoo Day* on WICA.

* * *

Junior League Fantasies

REVIVING its explorations in the field of juvenile radio drama in an effort to find a satisfactory medium for children's program, the New York Junior League has begun a 13-week series of weekly "fantasy" programs, entitled *The Lost Star* on WMCA, New York. Based on the original script by Frances Fullerton Neilson, the broadcasts are directed and produced under the supervision of its society members.

* * *

Trade Spectacle

ATTRACTING special interest among retailers is a Sunday noon program on KVOE, Santa Ana, Cal., called *The Parade of Business*. Fast moving quarter-hour program is packed with highlights from the business week, both national and local. Hints of what to expect in the way of future business trends and new merchandise are also given.

* * *

Running Salesmen

TAKING listeners for an imaginary ride in the auto dealer-sponsor's car, *Demonstration Drive*, on KWLK, Longview, Wash., presents two voices and transcribed musical interludes, all against a background of running automobile sound effect, with the announcer taking the part of a salesman pointing out the car's features to a prospective buyer.

* * *

Corridor Comment

FROM the lobby of Boise's leading hotels, State Senators and Representatives voice their opinions on legislation before the Legislature on *Hemrick Lobby Loungers*, weekly feature sponsored on KIDO, Boise, by Hemrick Brewing Co., Seattle.

* * *

The Budget's Delight

HODGEPODGE of popular, semi-classical and novelty music, superintended by Smilin' Bill Parker, is *Do You Want to Save Money?*, sponsored on WRTD, Richmond, by W. T. Grant & Co., local department store.

* * *

Employment Provided

SOME 2,000 applications have been received for the *I Want Work* program sponsored on WISN, Milwaukee, by John Graf Co. Many offers of employment have been received after each program.

Stumping Sports Experts

PATTERNED after *Information Please*, WJJD, Chicago, has started a Sunday afternoon half-hour show called *Challenging the Experts*. New slant is that series is confined to sports, with the experts drawn from sports departments of Chicago newspapers. Guest stars will include Red Grange; Goerge alas, coach and owner of the Chicago Bears; Paul Thompson of the Blackhawks. Cash prizes are awarded listeners for questions.

* * *

Find the Mistake

"SOMETHING is wrong with this announcement". With this statement KWLK, Longview, Wash., is opening all announcements for an electrical appliance store in Longview. The listeners are invited to visit the sponsor's store and tell what they discovered was wrong with the announcement. Those that find the error are given a useful gift. Sometimes it is the price that is wrong, sometimes the sponsor's address, sometimes the article advertised is mis-labeled.

* * *

Friendly Verdicts

THE *Voice of Friendship* is a new type of radio court heard on CKCL, Toronto, weekly for Wheat Cereal Co., Toronto. True life problems are discussed and the listening audience is asked to hand down verdicts or give their advice on the problems presented. The sponsor is giving cash and merchandise awards.

* * *

Purely Personal

FICTIONAL human-interest stories behind the "personal" column items of the newspaper classified ad section are being sponsored as *Personal Column* on KSL, Salt Lake City, by Sweet Candy Co. Gladys Wagstaff Pinney, originator of the weekly series, writes the script, and Louise Hill Howe directs production.

* * *

Legal Loopholes

OBSOLETE and fantastic legal situations, all taken from law books and actual case histories, are being humorously dramatized on a weekly MBS program called *There's a Law Against It* by an anonymous authority on unusual laws named *Lawyer Q*.

CHILDREN'S cooking school, *Let's Play House*, directed by Wilhelmine Schindler (left) and heard Saturday mornings on KFAM, St. Cloud, Minn., has worked up a membership of more than 50 girls and boys under 16 years of age. Membership application must be accompanied by a sample of the kid's culinary art, prepared without aid.

Lion Time

FIRST sponsored broadcast of a lion hunt was carried by WTIC, Hartford, recently when Jack the Tire Expert, through F. W. Baker Agency, Hartford, bought time for a shortwave pickup of the State game warden's hunt for the so-called "Glastonbury Lion", which has killed several dogs in the Glastonbury, Conn., neighborhood and is believed to be a small mountain lion escaped from a Vermont zoo during the recent hurricane. Sponsor reports so much comment on the broadcast that he has cued his advertising to the theme: "Jack's General Tires on icy roads have the grip of the Glastonbury Lion!"

Off-Season Sports

WITH Jack Corbett, owner of the Syracuse Chiefs, and Nick Stemmler, sports director of WSYR, Syracuse, in the permanent cast, WSYR has started a weekly baseball roundtable, *Hot Stove League*, which is to continue until the baseball season opens. Jack Corbett calls the Saturday quarter-hour meetings together and leading Central New York baseball fans, players and Syracuse visitors guest-star on the programs.

* * *

Good Roads

SERIES of open forums to stimulate interest in the highways of the Texas Panhandle was started recently on KGNC, Amarillo, with local service and civic organizations leading the discussion. The series, sponsored by various civic and commercial groups in the city, is built around the three primary interests for tourists in the section—good highways going in all directions, excellent all-year climate and western hospitality.

* * *

Behind the Radio Scene

WEEKLY feature, *Talking Shop*, on KGVO, Missoula, presents Jack Burnett, sales manager, in five-minute commentaries on the station designed to give the listener an understanding of radio advertising and to interest prospective sponsors in radio as an advertising medium.

* * *

Title Guessing

TRANSCRIBED music quarter-hour, with titles of two numbers unannounced and two tickets to a local theater going to the first listener calling and identifying the selections, is the idea of the five-weekly *Mystery Melodies* feature on WPAY, Portsmouth, O.

* * *

Stumpers for Motorists

KSFO, San Francisco, is quizzing automobile drivers several times weekly at the local headquarters of the State Department of Motor Vehicles. Applicants awaiting their new auto licenses are asked questions on speed limits and traffic regulations.

* * *

Patent Program

INVENTIONS and the interest of those who invent them are discussed in a new series of weekly programs on WMAC, New York, titled *Pat Pending* and directed by Lewis Winner, scientific and hobby writer.

From Legislative Halls

FOR THE second consecutive year, news highlights of the California Legislature are being broadcast daily over 4 CBS Pacific network stations (KROY, KSFO, KARM, KNX) from KROY, Sacramento, under direction of Fox Case, the network's western division public affairs director. Besides spot news, members of the senate, assembly and administration officials present their interpretation of bills introduced, legislative issues and progress being made.

* * *

Bike a Month

WIN-A-BIKE is the title of a three-month series of programs recently inaugurated by KWLK, Longview, Washington. Supported by eight Longview and Kelso merchants, the programs feature juvenile entertainers, and give away one bicycle a month for the duration of the series. The bikes are won by the collection of the most votes given with purchases at the sponsors' stores.

* * *

WKY Special Events

IN A REPORT of special events originated by WKY, Oklahoma City, over the nine-month period from April 1 to Dec. 31, John Shafer, special events chief, outlined 130 programs broadcast by his department. This average of one special events program every other day included 14 commercial broadcasts such as anniversary and new store opening shows.

* * *

Strictly Local

TO STIMULATE interest in local news, KVOE, Santa Ana, Cal., presents a weekly half-hour show, *Orange County Headlines*, written and produced by program director Wallace Wiggins. Outstanding county news which occurred during the week are selected and narrated by station staff members. After narration of each item, the person who made or was involved in the news is interviewed.

* * *

Catholic Sister's Program

THE *Kitchen of Tomorrow*, new weekly half-hour cooking school of the air, is being broadcast by WKBB, Dubuque, Ia., from the Clarke College Studio Auditorium. Sister Mary St. Clara, believed to be the only Catholic Sister with a regularly scheduled air program, is commentator of the program, which is produced and announced by Mel Galliart, program director of WKBB.

* * *

A Basket a Day

EACH DAY a market basket of locally and nationally known foodstuffs, all advertised on the program, is given to the housewife sending in the best household hint to the *Market Basket* of WMIN, Minneapolis. The market basket contains a full-sized package of each of the foods advertised. Unlike most women's programs *Market Basket* is confined to foodstuffs and their preparation alone. It is under the direction of Miss Dorothy Lee, WMIN's home expert.

* * *

Business Birthdays

AT THE anniversary date of each leading Richmond business house, WRTD, Richmond, broadcasts a program dedicated to the organization's history, achievements, traditions, and service to the community. The programs include music, with appropriate laudatory continuity.

Blue for Spring

GENEVIEVE Blue is a new spring shade for 1939 created to promote the name of "Miss Blue" of the *Amos 'n' Andy* program sponsored by Campbell Soup Co. on NBC-Red. Miss Blue (Madaline Lee), accepted the honor at the Los Angeles Fashion Show in the Biltmore Hotel Jan. 24 during an NBC-Pacific Red broadcast which preceded the *Amos 'n' Andy* program, New shade, a violet blue, was designated by Affiliated Fashionists and the Los Angeles and Hollywood Millinery Guild.

It appeared on this year's color chart exhibited at the fashion show and will be distributed nationally. Viola Dimmit, president of Affiliated Fashionists, officially named the shade, with Frances Scully, NBC Hollywood fashion editor, describing Genevieve Blue and gowns created for the occasion. A new waltz-song, "Genevieve Blue," written by Frank Hodeck, NBC Hollywood orchestra conductor-composer, and dedicated to Miss Lee, was introduced during the broadcast by Shep Fields' orchestra.

* * *

Dancing School Contest

THE *Jitterbug Jamboree* has been added to the KWLK, Longview, Wash., program listing. Sponsored by a dancing school in Kelso, the program is a half-hour Saturday afternoon offering featuring the latest swing music and a dancing contest. The devotees of swing are invited to visit the studio each Saturday and contest for the prizes offered by the sponsor.

* * *

Fiction of the Past

FICTIONAL might-have-been story suggested by contemporary newspaper headlines is the slant of a new quarter-hour Sunday noon series *Sands Through the Hour Glass*, on WMAQ, Chicago. Second half of the program is the actual story of a headline event which turing Bob Brown, NBC commenoccurred 10 or 20 years ago, featator.

* * *

Kansas City Orchids

A LIVE orchid is given each week by Crothers Cleaners of Kansas City, Kan., to the community personality whose activity merits the tribute.

PRIESTLEY LOOKS AT THE BBC

English Author Finds Commercial Basis Results In Superiority of American Programs

CALLING for "less from the studios" and more of "what is happening in the world", J. B. Priestley, English author and playwright, criticized British Broadcasting Corp. broadcasts as "both amateurish and patronizing" in comparing them with American radio techniques in an article appearing in a recent issue of the *London Sunday Dispatch*. Complimenting American broadcasters on the freshness and vitality of their programs, he declared this superiority resulted from the commercial basis on which American broadcasting systems are operated.

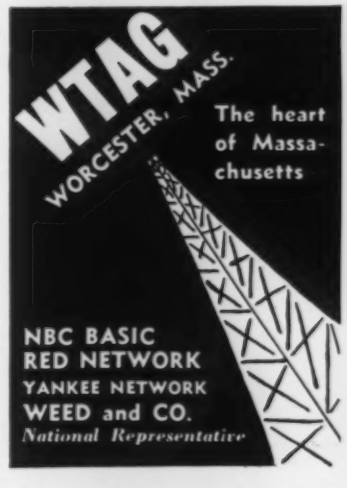
The government monopoly of broadcasting facilities in Great Britain, with no competition allowed, furnishes radio entertainment strictly on a "take it or leave it" basis from the listener's standpoint, Mr. Priestley declared. His objection to this monopoly stems only from its turning itself into "a gigantic entertainer, a threering circus of the air", he explained, pointing out that it was originally organized "as a kind of post office, using the ether to distribute news, official announcements, and educative talks" and has subsequently transformed itself into "quite a different thing" —"as if you had organized a nice little committee to run a ladies' bridge tea in Cheltenham and then suddenly found you were expected to amuse the crowd at Blackpool Tower."

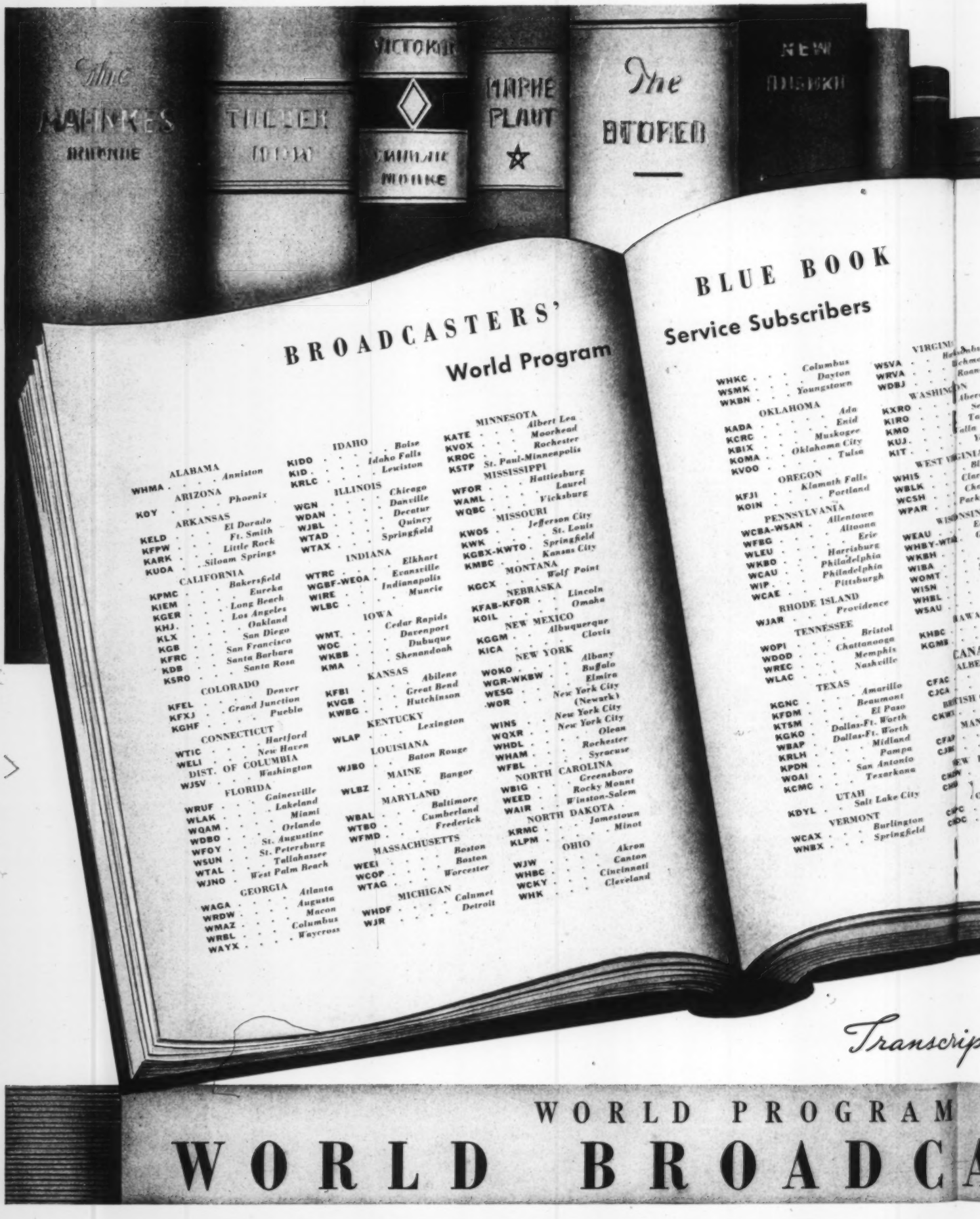
Plenty of Money

In its early days the BBC "simply provided its patrons with a long flexible ear", carrying "outside broadcasts" taking listeners into the wings of theatres, music and dance halls, he continued. But as the number of listeners grew, "the BBC had more and more money to play with, and so built a warren of studios and organized itself as an entertainer."

Mr. Priestley asserted that the BBC had "enough money to turn itself into an entertainer, but not a really first-class entertainer" as he explained that it could not regularly command the services of first class dramatists and players who, in the United States, are paid as much in a single week as they would get in a year from BBC.

"The BBC is an institution founded in the first place to control this new method of communication, the radio," Mr. Priestley concluded. "It never should have turned itself into a vast popular entertainer. There really is not enough money to do things supremely well. There is probably about enough money to pay for one really good evening per week. Let four really superb hours of radio entertainment a week be the target of their endeavours. And (for my part) there would be no harm in a return to their practice of the early hard-up days when wireless was used as 'a long ear.' In short, give me less from the studios, but let me listen to what is happening in the world."





BROADCASTERS'
World Program

ALABAMA
WHMA Anniston

ARIZONA
KOY Phoenix

ARKANSAS
KELD El Dorado
KFPW Ft. Smith
KARK Little Rock
KUOA Siloam Springs

CALIFORNIA
KPMC Bakersfield
KIEM Eureka
KGER Long Beach
KHJ Los Angeles
KLX Oakland
KGB San Diego
KFRC San Francisco
KDB Santa Barbara
KSRO Santa Rosa

COLORADO
KFEL Denver
KFXJ Grand Junction
KGHF Pueblo

CONNECTICUT
WTIC Hartford
WELI New Haven

DIST. OF COLUMBIA
WJSV Washington

FLORIDA
WRUF Gainesville
WLAK Lakeland
WQAM Miami
WDBO Orlando
WFOY St. Augustine
WSUN St. Petersburg
WTAL Tallahassee
WJNO West Palm Beach

GEORGIA
WAGA Atlanta
WRDW Augusta
WMAZ Macon
WRBL Columbus
WAYX Waycross

IDAHO
KIDO Boise
KID Idaho Falls
KRLC Lewiston

ILLINOIS
WGN Chicago
WDAN Danville
WJBL Decatur
WTAD Quincy
WTAX Springfield

INDIANA
WTRC Elkhart
WGBF-WEOA Evansville
WIRE Indianapolis
WLBC Muncie

IOWA
WMT Cedar Rapids
WOC Davenport
WKBB Dubuque
KMA Shenandoah

KANSAS
KFBI Abilene
KVGB Great Bend
KWBG Hutchinson

KENTUCKY
WLAP Lexington

LOUISIANA
WJBO Baton Rouge

MAINE
WLBZ Bangor

MARYLAND
WBAL Baltimore
WTBO Cumberland
WFMD Frederick

MASSACHUSETTS
WEEI Boston
WCOP Boston
WTAG Worcester

MICHIGAN
WHDF Calumet
WJR Detroit

MINNESOTA
KATE Albert Lea
KVOX Moorhead
KROC Rochester
KSTP St. Paul-Minneapolis

MISSISSIPPI
WFOR Hattiesburg
WAML Laurel
WQBC Vicksburg

MISSOURI
KWOS Jefferson City
KWK St. Louis
KGBX-KWTO Springfield
KMBC Kansas City

MONTANA
KGCX Wolf Point

NEBRASKA
KFAB-KFOR Lincoln
KOIL Omaha

NEW MEXICO
KGGM Albuquerque
KICA Clovis

NEW YORK
WOKO Albany
WGR-WKBW Buffalo
WESG Elmira
WOR New York City (Newark)
WINS New York City
WQXR New York City
WHDL Olean
WHAM Rochester
WFBL Syracuse

NORTH CAROLINA
WBIG Greensboro
WEED Rocky Mount
WAIR Winston-Salem

NORTH DAKOTA
KRMC Jamestown
KLPM Minot

OHIO
WJW Akron
WHBC Canton
WCKY Cincinnati
WHK Cleveland

BLUE BOOK
Service Subscribers

WHKC Columbus
WSMK Dayton
WKBN Youngstown

OKLAHOMA
KADA Ada
KCRC Enid
KBIX Muskogee
KOMA Oklahoma City
KVOO Tulsa

OREGON
KFJI Klamath Falls
KOIN Portland

PENNSYLVANIA
WCBA-WSAN Allentown
WFBG Altoona
WLEU Erie
WKBO Harrisburg
WCAU Philadelphia
WIP Philadelphia
WCAE Pittsburgh

RHODE ISLAND
WJAR Providence

TENNESSEE
WOPI Bristol
WDOD Chattanooga
WREC Memphis
WLAC Nashville

TEXAS
KGNC Amarillo
KFDM Beaumont
KTSM El Paso
KGKO Dallas-Ft. Worth
WBAP Dallas-Ft. Worth
KRLH Midland
KPDN Pampa
WOAI San Antonio
KCMC Texarkana

UTAH
KDYL Salt Lake City

VERMONT
WCAX Burlington
WNBX Springfield

VIRGINIA
WSVA Harrisonburg
WRVA Richmond
WDBJ Roanoke

WASHINGTON
KXRO Aberdeen
KIRO Seattle
KMO Tacoma
KUJ Walla Walla
KIT Yakima

WEST VIRGINIA
WHIS Bluefield
WBLK Clarksburg
WCSH Charleston
WPAR Parkersburg

WISCONSIN
WEAU Eau Claire
WHBY-WTAQ Green Bay
WKBH La Crosse
WIBA Madison
WOMT Manitowoc
WISN Milwaukee
WHBL Sheboygan
WSAU Wausau

KHBC Hilo
KGMB Honolulu

CFAC Calgary
CJCA Edmonton
CKWX Vancouver
CFAC Calgary
CJOC Lethbridge
CKCW Moncton
CHNS Halifax
CFCF Montreal
CJOC Lethbridge

Transcrip

WORLD PROGRAM
WORLD BROADCA

Are you in this—

"WHO'S WHO"?

Member Stations Enjoy Exclusive Contracts

in the

WORLD PROGRAM SERVICE

The internationally famous World library is the greatest repertory of music ever recorded for radio . . . 150 artist and orchestra names, not available on phonograph records or by any other medium . . . 2,500 separate musical numbers, new and old, modern and classical . . . 18 hours a week of varied continuity, comprising over 65 programs under 22 distinctive titles . . . every new musical work, every type of performing group brought to the World microphone and recorded for our member stations by the Western Electric vertical-cut Wide Range method—the ultimate in high fidelity.

Every station contract in World Program Service is exclusive—one franchise to a city. A few open markets are available. Write for details to World Program Service Division, World Broadcasting System, 711 Fifth Avenue, New York City.

scription Headquarters

Here's what World's exclusive Western Electric vertical-cut Wide Range recording means to the advertiser. What you put into your program, the listener hears—in all its original beauty and reality. The result—increased effectiveness for your advertising. World transcriptions—the ultimate in high fidelity—are the accepted standard of quality.

M SERVICE . . . *a Service of*

CASTING SYSTEM

XUM

Radio and Press Hailed as Alarms

Protect Democracy, Sarnoff Says in Receiving Medal

RADIO and the press were hailed as the "automatic alarms" of democracy in an address marking the 233d anniversary of the birth of Benjamin Franklin, delivered Jan. 17 by David Sarnoff, RCA president and NBC chairman, before the Poor Richard Club of Philadelphia where he was awarded the club's 1938 gold medal in recognition of his "contributions toward the advancement of American civilization".

Besides being presented an illuminated scroll in appreciation of the value of radio, Mr. Sarnoff was recipient during the ceremony of a congratulatory telegram from the board of directors of WCFL, Chicago Federation of Labor station, stating that they joined "with your host of friends in tendering you the most hearty congratulation on the occasion of the richly deserved honors."

Speeded by Franklin

But for Franklin's electrical experiments, Mr. Sarnoff said, it is not unlikely that radio would have come years later because "when the late Guglielmo Marconi used a kite in 1901 as his antenna to receive the first transatlantic radio message, he had a famous precedent in the kite with which Franklin demonstrated the nature of electricity in the air."

Credit to Franklin as a publishing and advertising pioneer was paid by Mr. Sarnoff in accounting for the traditions which have given America a free press and a free radio. Mentioning the automatic radio SOS alarm, he suggested that democracies also need automatic alarms. "When the life of their free institutions is threatened, the average citizen is not in a position to sense the danger promptly. In other countries, human liberties have been lost, not through lack of desire for freedom, but through failure until too late to recognize the damage of destructive forces. A free press and a free radio are pillars of American democracy.

"To those good Americans who sometimes complain that advertising crowds the news in the paper, or that commercial announcements interfere with their enjoyment of radio programs I can only say this: Advertising makes possible in America a free press and the finest news coverage in the world. Advertising makes possible in our land a free radio and the finest broadcasting programs in the world."

Chicago Baseball

P. LORILLARD Co., New York (Old Gold cigarettes), will sponsor the home games of the Chicago Cubs and White Sox on WGN, Chicago, during the 1939 season. This marks the third consecutive year of Old Gold sponsorship on WGN and the 15th anniversary of baseball broadcasts on WGN, according to Quin A. Ryan, WGN general manager. The new series will begin in late April and will feature Bob Elson, WGN sportscaster.

SYSTEM IN MERCHANDISING

Methodical Handling of Promotion Drives More Effective Than Hit-or-Miss Methods

By DAVID NOWINSON
KFI-KECA, Los Angeles

SALES merchandising and promotion have no yardstick gauge in radio. Therefore we have many varieties of approach and innumerable standards of evaluation, most of them personal, few scientific. One station may go overboard on free air plugs for an account; another may become a competitive advertising agency in giving the account newspaper space, billboards, car cards, movie trailers, window cards; a third may go to great expense in preparing imposing sales presentations on programs to get the account and, once the client is on the air, promptly forget him.

Merchandising and the promotion it embodies has, it may be agreed, these functions: (1) To help a salesman sell the client; (2) to help the client and his product gain good will, audience, sales; (3) to interest the potential client in the ability of the station to build his business.

The Custom-Built Show

Perhaps the average station merchandising doesn't take advantage of the full possibilities. Perhaps it doesn't begin at the beginning. Perhaps many programs could do a better job if they were custom-built for a specific account, not superimposed on any and every account. Perhaps too many stations are selling only time and only a radio show, not a carefully developed campaign to build the sponsor's business. When radio is such a forceful selling medium that even hit or miss methods can get fair results, doesn't it seem reasonable that really methodical planning will score greater hits and fewer misses?

So let's begin at the beginning with the custom-built show. The sales presentation that helps the salesman sell this show to the client should make the salient features of the program plain, should show how the program takes into consideration the account's problems of budget, distribution, competition, price of product, turnover. That requires an authoritative analysis of the client's needs and it should have been made before the program was built. In that presentation you'll naturally want to sell your station; its results for other clients; its coverage; its audience; its personnel; its ability to deliver potential customers at such a program time. That requires an authoritative knowledge of your station and its operations.

Assuming that your custom-built show, carefully detailed in the sales presentation, has aided your salesman in bagging the account, does merchandising end? Emphatically not. Does your program lend itself to tie-ups with organizations whose approval and endorsement carries prestige? Then get their support. Have you given your client the benefit of promotion, air announcements, publicity? A reasonable build-up will help speed results for your client. What is reasonable is a matter for individual judgment by stations, according to their own peculiar set-up and strength.

Methodical merchandising doesn't usurp program and commercial functions, but it should look into them, seeing that the custom-built aspect is not destroyed anywhere along the line. Is the commercial copy suitable, built, like the program, for the audience you're trying to reach? Are the merchandising hooks sound? Are the premiums or offers too expensive for the account? If not, are they still desirable to the public and still suitable for the account?

These queries may seem fussy, but they are pertinent to merchandising. I recall a midwest advertising agency man who sold the client a splendid premium. The influx of boxtops almost sent the client into bankruptcy, however, for the premium was so expensive, the client kept losing money despite increased sales.

Like all good art, merchandising should have a pattern, a meaning, a widespread appeal. When it has that, it's thorough and it gets results.

FIRE at WSFA, Montgomery, Ala., at 2 a. m. Jan. 11 ruined speech input equipment, melted connections, and broke double plate glass windows between control room and main studios. However, Chief Engineer Paul Duncan and Engineers Cliff Shelkofsky and Charles Herman rigged up remote control equipment for speech input and a small receiving set for monitoring—and WSFA signed on at the usual air time, 6:30 a. m. Here's Announcer Bill Perdue carrying on under difficulties next day behind a broken glass with smoke in his nostrils.

Seeks Facts on Frequency Modulation

(*Continued from Page 19*)

Jett, FCC chief engineer; Andrew D. Ring, FCC assistant chief engineer for broadcasting; Dr. J. H. Dellinger, radio chief of the Bureau of Standards, and Col. Joseph Crawford, of the Army Signal Corps, listened to a demonstration and inspected the equipment.

At Sayville, N. J., they listened to the North Alpine station 50 miles distant, operating on 42.8 megacycles with 20 kilowatts power, with the reception described as "impressive". This was 30 miles beyond the line of sight from Alpine. Heretofore, engineers have regarded primary service from ultra-high stations as limited to the line-of-sight and for that reason ultra-high television stations as well as broadcast stations have been placed at the highest possible point to procure widest coverage to the horizon.

The engineering group also listened to the frequency modulated transmitter of W2AG on 110 megacycles, operating with 500 watts, located in the Yonkers, and the reception of both stations was reported as excellent, with the signals extremely steady.

Simultaneous Tests

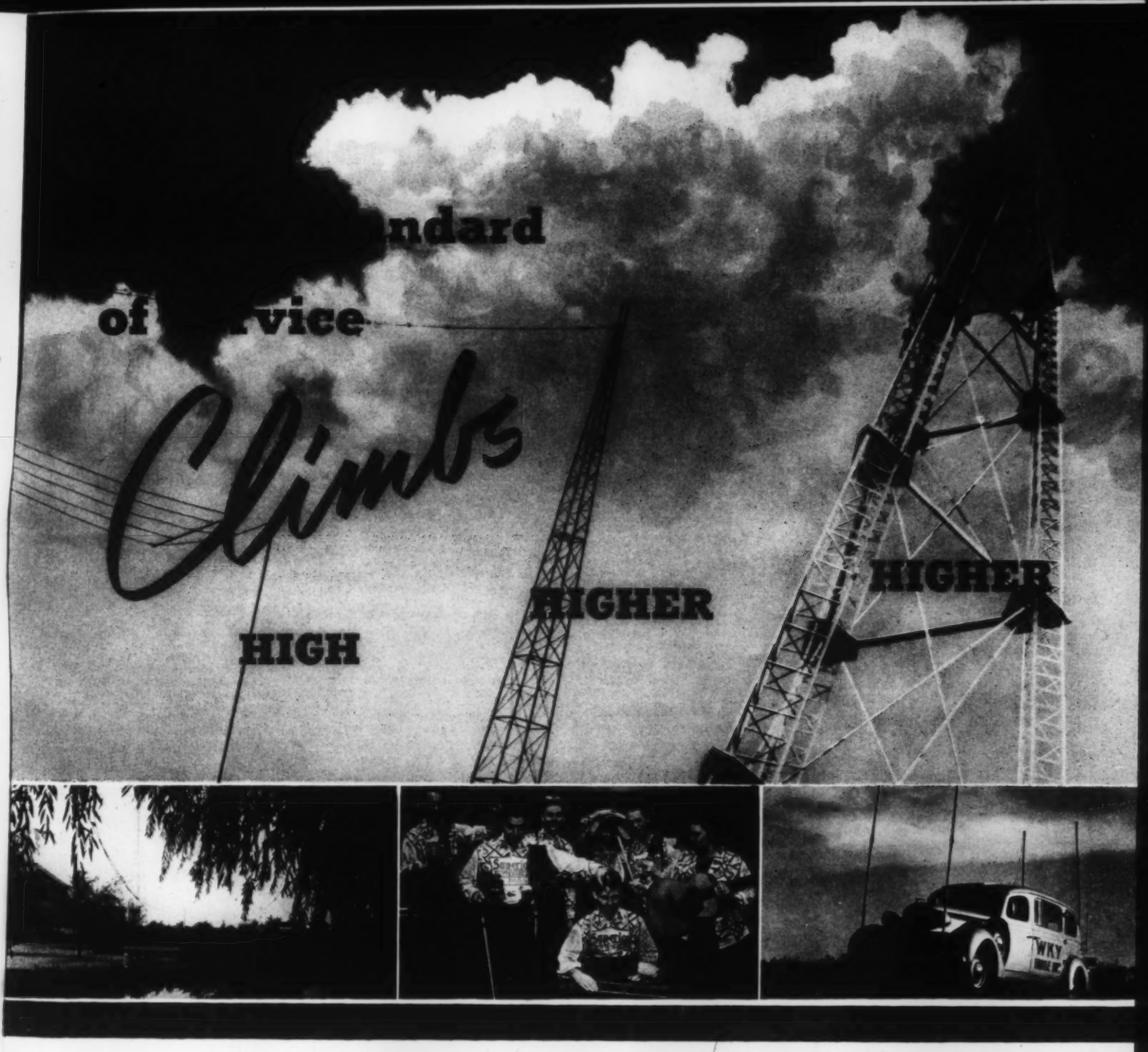
Before full data on apex operation using amplitude versus frequency modulation can be procured, it is felt that simultaneous tests of two transmitters operating on approximately the same frequency with the same power, one using amplitude and the other frequency modulation, should be undertaken over a reasonable period. Moreover, before definite allocations can be made, the reception situation must be surveyed along with the general technical picture. Proper receivers adapted for frequency reception must be assured, if that mode of future allocation is decided upon, and perhaps the necessary results could only be procured at a general engineering conference.

In other words, the official view in Washington is that ultra-high broadcasting is "at the crossroads" insofar as allocations are concerned from the standpoint of selection either of amplitude or frequency modulation, weighing the advantages of one against the other. The basic question is whether the increased interference-free coverage which appears to be procurable from frequency modulation outweighs the advantage of one-fifth the size of band, with reduced coverage and greater interference which appears to characterize amplitude modulation.

Shepard Using System

In addition to Maj. Armstrong, John Shepard 3rd, president of Yankee Network, also has been conducting extensive experiments in New England, using the Armstrong principle, but concentrating largely on rural and remote coverage. While there are several transmitter designs in frequency modulation, Maj. Armstrong appears to have developed the only satisfactory receiver model. General Electric also has been conducting extensive ultra-high frequency experiments. Major Armstrong on Jan. 20 was authorized by the FCC temporarily to operate an experimental station for 30 days to retransmit from his general experimental station at North Alpine programs demonstrating the research being carried on by his two stations in frequency modulation.

Earlier in the month, WDRC, Hartford, was authorized to construct a new experimental frequency modulation station with 100 watts power using the Armstrong type of equipment and to be supervised by Major Armstrong.



● WKY's passing parade of antennas across the Oklahoma sky symbolizes in vivid fashion, the ever-ascending standards of this station. From the days of its first flat-top aerial to today's towering vertical radiator, WKY has spanned the entire history of commercial radio development. WKY has done more than keep pace . . . it has become known from coast to coast as a leader in the procession of progress.

WKY's studios rank with the finest in the country. Its mechanical facilities are the answer to a radio engineer's dream. Its programs and special features have won showmanship awards and recognition from every authority in the industry.

WKY is proud of its long-time record of achievement . . . but it is prouder still of those high standards of service, to listener and advertiser alike, which have made these accomplishments possible.

To nearly a million and a half regular listeners, WKY is more than a radio station. It is a friendly, familiar voice of The Oklahoma Publishing Company which, day in and day out, may be counted on for all that is fine in entertainment, education, advancement. WKY sells goods for advertisers because WKY has done a magnificent job of selling itself.

WKY *Oklahoma City*

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY ● THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ● THE FARMER-STOCKMAN ● MISTLETOE EXPRESS ● KVOR COLORADO SPRINGS KLZ, DENVER (Under Affiliated Management) ● REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WFAA-WBAP, Dallas-Ft. Worth

Smith Bros. Mfg. Co., Kansas City (Big Smith Work Clothes), 13 *sp*, thru R. J. Potts & Co., Kansas City.
Babcock Bros., Denison, Tex. (auto supplies), 5 *sp* weekly, 39 weeks, thru Albert Couchman Adv. Agency, Dallas.
Standard Brands, New York (Royal Baking Powder), 5 *t* weekly, 17 weeks, thru McCann-Erickson, N. Y.
Industrial Training Corp., Chicago (technical training), 13 *t*, thru James R. Lunke & Associates, Chicago.
Flamingo Sales Co., Los Angeles (Flamingo Nail Polish), 104 *sa*, thru Buchanan & Co., Los Angeles.
Postex Cotton Mills, Post, Tex. (Garza Sheets), 156 *sa*, thru Tracy-Locke-Dawson, Dallas.
Wander Co., Chicago (Ovaltine), 93 *sa*, thru Blackett-Sample-Hummert, Chicago.
Spikes Bros., Dalworth Park, Tex. (Spikes Brooms & Mops), 52 *sa*, direct.
Mentholatum Co., Wilmington, Del. (Mentholatum), 72 *sa*, thru Dillard Jacobs Agency, Atlanta.
White King Soap Co., Los Angeles (White King Soap), 39 *sa*, thru Raymond R. Morgan Co., Los Angeles.
Peter Paul Inc., Naugatuck, Conn. (Mounds Candy Bar), 27 *sa* thru Platt Forbes, N. Y.
Booth Fisheries Corp., Chicago (Canned salmon), 18 *ta*, thru Frank Presbrey Co., N. Y.
Bulova Watch Co., New York, 63 *sa* weekly, thru Biow Co., N. Y.
Honeyouth Inc., Dallas (Honeyouth Masque), 3 *sp* weekly, thru Tracy-Locke-Dawson, Dallas.
Calavo Growers of Cal., Los Angeles, 3 *sp* weekly, thru Lord & Thomas, Los Angeles.
Southwestern Greyhound Bus Lines, Dallas, *sa* series, thru Beaumont & Hohman, Dallas.

WTMJ, Milwaukee

Lehn & Fink Products Co., New York (Hinds cosmetics), 60 *sa*, thru Wm. Esty & Co., N. Y.
George Hormel & Co., Austin, Minn. (Spam), 40 *sa*, thru BBDO, Minneapolis.
Rockwood & Co., New York (Pecan Feast), 108 *sa*, thru Federal Adv. Agency, N. Y.
Procter & Gamble Co., Cincinnati (Crisco), 26 *sa*, thru Compton Adv. Agency, N. Y.

WFMD, Frederick, Md.

Sherwood Bros., Baltimore (Betholine), 5 *ta* weekly, thru Van Sant, Dugdale & Co., Baltimore.
Allis-Chalmers Mfg. Co., Milwaukee, 6 *sp* weekly, thru Bert S. Gittins, Milwaukee.

WNAX, Yankton, S. D.

Procter & Gamble Co., Cincinnati (Ivory soap), 5 *t* weekly thru Compton Adv., N. Y.
Country Home Magazine, New York, 5 *sa* weekly, direct.

WMCA, New York

Webster-Eisenlohr, New York (Girard cigars), weekly *sp* thru N. W. Ayer & Son, Philadelphia.

WABC, New York

Campbell Soup Co., Camden, 6 *sp* weekly, thru Ward Wheelock Co., Philadelphia.

WEEI, Boston

Peter Paul Inc., Naugatuck, Conn. (Mounds, Ten Crown Gum), daily *sp*, 13 weeks, thru Platt-Forbes, N. Y.
Quaker Oats Co., Chicago (poultry feed), weekly *t*, 17 weeks, thru Benton & Bowles, Chicago.
Richfield Oil Corp., New York, 5 *ta* weekly, 12 weeks, thru Sherman K. Ellis, N. Y.
Lehn & Fink Products Co., New York (Hinds Cream), 45 *sa*, thru William Esty & Co., N. Y.
Lever Bros. Co., Cambridge, Mass. (Spry), daily *sa*, 52 weeks, thru Ruthrauff & Ryan, N. Y.
Bulova Watch Co., New York (watches), 10 *sa* daily, 52 weeks, thru Biow Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), 5 *sa* or *ta* daily, 52 weeks, thru Wm. Esty Co., N. Y.

WBAL, Baltimore

Knox Co., Los Angeles (Cystex), 26 *t*, thru Allen C. Smith Adv. Co., Kansas City.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camels), 468 *sa* and *ta*, thru Wm. Esty & Co., N. Y.
Procter & Gamble Co., Cincinnati (Crisco), 2 *sa* weekly, January, thru Compton Adv., N. Y.
Kraft-Phenix Cheese Corp., Chicago (Par-Kay), 30 *sa*, thru Needham, Louis & Brorby, Chicago.

KSO-KRNT-WMT, Des Moines-Waterloo

P. Lorillard Co., New York, 3 *sp* weekly, thru Lennen & Mitchell, N. Y.
Interstate Nurseries, Hamburg, Ia., 6 *sp* weekly, direct.
Earl Ferris Nursery Co., Hampton, Ia., 6 *sp* weekly, thru Lessing Adv. Co., Des Moines.
Moody Bible Institute, Chicago, weekly *sp*, thru Critchfield & Co., Chicago.

KFBK, Sacramento

General Foods, New York (Minute pudding), 6 *sa* weekly, thru Young & Rubicam, N. Y.
Walker Remedy Co., Waterloo, Ia. (poultry remedy), 5 *ta* weekly, thru Weston-Barnett, Waterloo, Ia.
National Funding Corp., Los Angeles (loans), 7 *sa* weekly, thru Smith & Bull, Los Angeles.
J. A. Folger Co., San Francisco (coffee), 5 *sp* weekly, thru Raymond R. Morgan Co., Los Angeles.

KHJ, Los Angeles

Cherry Specialty Co., Chicago (candy), 2 *sa* weekly, thru Coe, Guy & Walter, Chicago.
Marion R. Gray Co., Los Angeles (shirts & ties), 3 *sp* weekly, direct.

WHN, New York

Segal Lock & Hardware Co., New York (pick-proof lock cylinder), 6 *sa* weekly, 26 weeks, thru Friend Adv. Agency, N. Y.
Barney's Clothes, New York, daily *sa*, 52 weeks thru Austin & Spector, N. Y.
Wander Co., Chicago (Ovaltine), weekly *sa*, 31 weeks thru Blackett-Sample-Hummert, Chicago.
Gospel Bcstg. Assn., Los Angeles, weekly *sp*, 52 weeks thru R. H. Alber Co., Los Angeles.
Purity Bakeries Corp., Chicago, daily *sa*, 52 weeks thru Campbell-Mithun, Minneapolis.

KFYO, Lubbock, Tex.

Cosden Oil Corp., Fort Worth, weekly *t*, thru Advertising Business Co., Fort Worth.
Sears Roebuck & Co., Chicago, 130 *t*, thru Blackett - Sample - Hummert, Chicago.
Interstate Cotton Oil Refining Co., Sherman, Tex., 5 *sa* weekly, thru Crook Adv. Agency, Dallas.
C & H Sugar Corp., San Francisco, 2 *sa* weekly, thru Crook Adv. Agency, Dallas.

KJBS, San Francisco

Calavo Growers of Cal., Los Angeles, 5 *sa* weekly, thru Lord & Thomas, Los Angeles.
Dr. Ross Dog and Cat Food, San Francisco (pet food) 3 *sa* weekly, thru Walter Biddick Co., Los Angeles.
White King Soap, Los Angeles (White King Soap) 12 *sa* weekly, thru Raymond Morgan Co., Hollywood.

KPO, San Francisco

B. T. Babbitt Co., New York (Babo) 5 *t* weekly, thru Blackett-Sample-Hummert, N. Y.
Industrial Training Corp., Chicago (industrial school) weekly *t*, thru James R. Lunke & Associates, Chicago.
Rumford Chemical Works, Providence (baking powder) *sa* series, thru Atherton & Currier, N. Y.

WEAF, New York

Manhattan Soap Co., New York (Sweetheart soap), 2 *sp* weekly thru Franklin Bruck Adv. Corp., N. Y.
J. B. Williams Co., Glastonbury, Conn. (shaving cream), *sp* weekly, 13 weeks thru J. Walter Thompson Co., N. Y.

WOV, New York

Procter & Gamble Co., Cincinnati (Ivory soap), 6 *sp* weekly thru Compton Adv., N. Y.

WJZ, New York

Chas. B. Knox Gelatine Co., Johnstown, N. Y., 2 *sp* weekly thru Kenyon & Eckhardt, N. Y.

KSFO, San Francisco

California Animal Food Co., Oakland (Calo Dog Food), 3 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
White King Soap Co., Los Angeles (White King Soap), 5 *sa* weekly, thru Raymond R. Morgan Co., Los Angeles.
R. J. Reynolds Tobacco Co., Winston-Salem (Camel Cigarettes) 5 *sp* weekly, thru William Esty & Co., N. Y.
Safeway Stores, San Francisco (Lucerne Milk), 6 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
Atlantic Sales Corp., Rochester (Coleman's Mustard), 5 *sa* weekly, thru J. Walter Thompson Co., N. Y.
Calavo Growers of Cal., Los Angeles, 3 *sa* weekly, thru Lord & Thomas Los Angeles.
Greco Canning Co., San Jose (canned beans), 2 *sa* weekly, thru Emil Brisacher & Staff, San Francisco.
Peter Paul Inc., San Francisco (Mounds Candy) 3 *sp* weekly, thru Emil Brisacher & Staff, San Francisco.
Flamingo Sales Co., Los Angeles (nail polish) 6 *sa* weekly, thru Buchanan & Co., Los Angeles.

KYA, San Francisco

Tidewater-Associated Oil Co., San Francisco, 22 *sp*, thru Lord & Thomas, San Francisco.
Japanese Committee on Trade & Information, San Francisco (travel bureau), weekly *sp*, thru Brewer-Weeks Agency, San Francisco.
Christian Science Committee on Publication for Northern California, San Francisco (religious), monthly *sp*, direct.
Dodge Clothes, San Francisco (chain), weekly *sa*, direct.
Electric Appliance Society of N. Cal., San Francisco, 20 *sa*, thru Jean Scott Frickelton Agency, San Francisco.
Compagnie Parisienne, San Antonio (perfume) 2 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

KMPC, Beverly Hills, Cal.

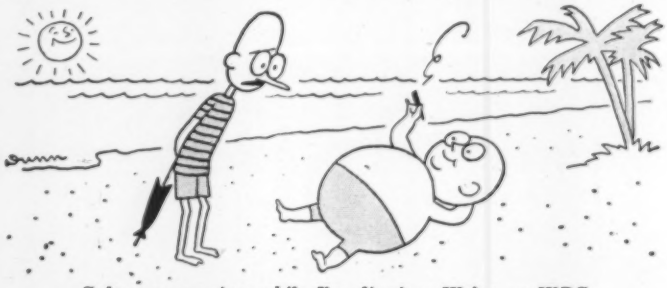
Guaranty Union Life Ins. Co., Beverly Hills, Cal. (insurance), 6 *t* weekly, thru Stodel Adv. Co., Los Angeles.
Hollywood Screen World, Hollywood (magazine), weekly *sp*, direct.
Kern Food Products Co. Inc., Los Angeles (food products), 6 *sp* weekly, direct.
Star Sheen Cosmetic Co., Los Angeles (hair rinse), 10 *sa* weekly, direct.
Life Finance Corp., Beverly Hills, Cal. (investments), weekly *t*, thru Smith & Bull Adv., Los Angeles.
Continental Broadcasting Co., San Francisco (resort promotion), weekly *sp*, direct.
Pacific States Loan Co., Los Angeles (loans), 7 *t* weekly, direct.

KFI, Los Angeles

O. M. Tablet Co., Pasadena, Cal., (proprietary) weekly *sp*, thru Lou Sterling & Associates, North Hollywood.
Flamingo Sales Co., Hollywood (nail polish), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.
Kellogg Co., Battle Creek, (All-Bran), 2 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
Ethyl Gasoline Corp., West Coast Division, Los Angeles (gasoline) weekly *sp*, placed direct.
General Foods Corp., New York (Bran Flakes), 5 *t* weekly, thru Benton & Bowles, N. Y.

WGN, Chicago

Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), 6 *sp* weekly, thru McCann - Erickson, N. Y.
Illinois Liggett Drug Co., Chicago, 16 *sa* weekly, thru McJunkin Adv. Co., Chicago.
Crowell Pub. Co., Chicago, 2 *sp* weekly, thru McCann-Erickson Inc., Chicago.
Procter & Gamble, Cincinnati (Crisco), 10 *sa* weekly, thru Compton Adv., N. Y.



Sales are soaring while I'm dipping. We're on WRC.

Pd. Adv.

Radio Advertisers

BEATRICE CREAMERY Co., Chicago, has renewed its half-hour disc show titled *Lightin' Jim* twice weekly on WGN and weekly on WWJ, WCAE and KLZ. Series is tied-in with local distributors and is being expanded as markets open. Agency is Lord & Thomas, Chicago.

EUCLID CANDY Co., San Francisco (candy bars), on Feb. 5 starts *Headlines on Parade*, 15-minute weekly disc show featuring Knox Manning as news commentator, on WBBM, Chicago. Agency is Sidney Garfinkel Adv., San Francisco.

PACIFIC BREWING & MALTING Co., San Jose and San Francisco, (Wieland's Beer) recently started *The Answer Game* on KFRC, San Francisco, Wednesdays, 8:30-9 p. m. (PST). Account is handled by Crossley & Ham, San Francisco.

CALIFORNIA - OREGON POWER Co. and Mountain States Power Co. are jointly sponsoring a transcribed program *Woman's Forum of the Air* on KMED, Medford; KFJI, Klamath Falls; KOOS, Marshfield, and KRNR, Roseburg—all in Oregon.

B. T. BABBITT Co., New York (cleanser), has added KFI, Los Angeles, and KPO, San Francisco, to its list of stations using the thrice weekly quarter hour transcribed serial, *David Harum*. Agency is Blackett-Sample-Hummert, New York.

BROADWAY DEPT. STORE Inc., Los Angeles, a frequent user of spot radio, on Jan. 29 started for 52 weeks, using a heavy schedule of quarter-hour programs on KHJ, that city. Firm is sponsoring a daily 12 noon-12:15 p. m. news and commentary program featuring Norman Nesbitt, supplementing this with an additional quarter-hour, Mondays through Fridays, 5-5:15 p. m. Firm will also continue using spot announcements for sales and special events. Lee Ringer Adv. Los Angeles, has the account.

NATIONAL FUNDING Corp., Los Angeles (finance), thru Smith & Bull Adv., that city, in early January started for 52 weeks, using four daily spot announcements on KROY and KLS, and one daily on KFBK and KMJ. Firm also renewed for 52 weeks on KFSD, KMPC and KERN, using from two to four spots daily. In addition 10 daily spots are being used on KFWB.

SONTAG DRUG STORES, Los Angeles (statewide chain), using radio for the first time and placing thru Ivar F. Willin Jr. & Staff, that city, used daily spot announcements on seven Southern California Stations—KRKD, KMTR, KFAC, KDB, KFXM, KIEV, KFOX—in a one-week test which ended Jan. 21.

LORAINE CLEANERS & LAUNDRY, Los Angeles, newly-organized and establishing a chain service in Southern California, has appointed Alvin Wilder Adv., that city, to direct its advertising, and on Jan. 23 started a 52-week schedule of daily quarter-hour news programs on KMPC, KRKD and KGFJ. Firm plans to extend radio activities as new service branches are opened.

MASSEY - HARRIS Co., Toronto (farm implements) started its local spot campaign on Jan. 21 with a live show on CJRM, Regina, Sask. Other stations will be added in February by local branches of the company in various parts of Canada.

BORDEN'S FARM PRODUCTS, New York, on Jan. 17 started a five-week campaign of six to eight spot announcements weekly for Vitamin D milk on five New York stations—WOR, WMCA, WNEW, WINS and WHN. BBDO, New York, handles the account.

3,444 Spots

ONE of the largest spot placements in the history of radio has just been signed by the San Joaquin Baking Co. of Fresno, Cal., which ordered 3,444 transcribed spots on KYOS, Merced, Cal. One spot of every hour of every weekday during 1939 is what the order averages. Only Sundays are excepted. A contract for 195 quarter hours of the *Air Adventures of Jimmy Allen* has been placed on KYOS by the Peters Shoe Co. of St. Louis, to be sponsored by Peters dealers.

HERALD & EXAMINER, Chicago, on Jan. 22 started *Hot Off the Press*, a six-weekly quarter-hour live show on WCFL, that city. Patterned after *March of Time* the show will present dramatized news and interviews with the newspaper's staff and feature writers. Schwimmer & Scott, Chicago, is agency.

SCHULZE BAKING Co., Chicago (Mrs. Webber's Homemade Bread), on Jan. 25 started *John Higgins of Finchville*, Wednesday, Thursday, Friday, 4:30-4:45 p. m., on WMAQ, Chicago. Featuring Joe DuMond, the show continues as an NBC-Blue sustainer five weekly, 9:15 a. m. R. J. Potts Co., Kansas City, is agency.

KERN FOOD PRODUCTS Co., Los Angeles (canned & bottled food) out of radio the past year, and placing direct, is sponsoring the six weekly quarter-hour *World Wide News* on KMPC, Beverly Hills, Cal. Contract is for 13 weeks, starting Jan. 11.

STAR SHEEN COSMETIC Co., Los Angeles (hair rinse), out of radio for more than three years, on Jan. 16, placing direct, started two spot announcements daily, Monday through Friday, on KMPC, Beverly Hills, Cal. Contract is for 26 weeks.

VOCATIONAL SERVICE Inc., Glendale, Cal., (training school), on Jan. 16 started for three weeks or more, using six weekly quarter-hour commentatory and transcribed programs on KSL, Salt Lake City, and KLZ, Denver. Agency is R. H. Alber Co., Los Angeles.

WEST END BREWING Co., Utica, N. Y., has started a five-minute news show daily on WIOD, Miami, Fla., through Compton Adv., New York.

LORD & THOMAS, Chicago, announced Jan. 17 it had resigned the Lady Esther Ltd., Chicago, account.

BAKERITE BAKERY, San Jose, Cal., has contracted for 1,200 transcribed one-minute announcements, to be released 5-daily, on KHUB, Watsonville, Cal.

BRITISH AMERICAN OIL Ltd., Toronto, Feb. 13 renewed the *Jimmy Allen* transcription series for 200 episodes, five weekly, over a Canada-wide list of stations. Transcriptions were placed by Grow & Pitcher Broadcasting Agencies, Toronto, and account was handled by J. Walter Thompson Co. Ltd., Toronto.

AMERICA'S 4th MARKET

KEHE

IS *GOOD* INSURANCE

IN LOS ANGELES

RUSSELL ELLER has been appointed advertising manager of the California Fruit Growers Exchange, Los Angeles. He has been identified with Sunkist advertising since 1923 and was formerly assistant advertising manager. He succeeds W. B. Geissinger, who resigned to become associated with Lord & Thomas, Chicago, in an executive capacity. R. S. Simmons, a member of Sunkist advertising staff since 1926, has been appointed assistant advertising manager.

DOMESTIC FINANCE Corp., Chicago (personal loans), has started a Friday afternoon quarter-hour show on WHAM, Rochester. Designed on the forum idea, the series is given over to local social and civic clubs, such as the guild for crippled children. Tea is served the studio audience. It is understood the series will be recorded for rebroadcasts on WHAM. Account is placed direct.

AMERICAN INSTITUTE OF MERITISM, Los Angeles (economic philosophy), has appointed Darwin H. Clark Adv. Agency, Los Angeles and on Jan. 25 started a weekly quarter-hour program on 4 Don Lee stations in a test campaign; also using two daily one-minute transcribed announcements on KFAC, Los Angeles, and plans to extend activities to include other West Coast stations.

HORN & HARDART Co., Philadelphia, on Feb. 19 will renew its *Children's Hour* program for Automat restaurants on WABC, New York, Sundays, 10:30-11:30 a. m., placed by The Clements Co., Philadelphia.

P. LORILLARD & Co., New York, has renewed for another 13 weeks its Sunday half-hour program *Tango Cabaret* for Old Gold cigarettes on WOV, New York. Lennen & Mitchell, New York, is the agency.

BENTON & BOWLES, New York, recently announced its resignation as advertising agency for Eno Ltd., New York, makers of Eno Salts.

"PUT YOUR STATION on the PROFIT SIDE with *Top Flight Talent* TRANSCRIBED SHOWS"

Wouldn't you like to have proof of profit when you buy a radio show? Every MacGregor client gets "90 days to prove it pays" . . . and you may choose from the full library of the world's largest producers of dramatic shows.

Request details of our 90-day proof of profit plan today.

Serving the Nation's Radio Stations since 1929...ask your Local Station

C.P. MAC GREGOR

729 S. WESTERN AVE. • HOLLYWOOD, CAL.

THE PICK OF THE RADIO STATIONS IN WESTERN CANADA

In Western Canada—all these stations are C.B.C. basic outlets.

In Manitoba

CKY Winnipeg is western Canada's Most Powerful Station

and

CKX Brandon completes the Manitoba radio coverage.

In Saskatchewan

The people listen to—

CKCK Regina . . * delivers 82.7% of Regina Audience

CHAB Moose Jaw . . * delivers 72.6% of Moose Jaw Audience

CKBI Prince Albert . . * serving the Rich Wheat Lands of the North

In Alberta

These three stations afford the only 100% coverage.

CJCA Edmonton . . * delivers 70% of Edmonton Audience

CFAC Calgary . . * delivers 65% of Calgary Audience

CJOC Lethbridge . . * delivers 86% of Lethbridge Audience

In British Columbia

For maximum coverage at minimum cost use

CKWX Vancouver (not basic CBC)

CJAT Trail

Canadian Representatives
ALL-CANADA RADIO FACILITIES
TORONTO - MONTREAL - WINNIPEG
CALGARY - VANCOUVER

U. S. Representatives
WEED & CO.
NEW YORK - DETROIT
CHICAGO - SAN FRANCISCO

*1938 SURVEY FIGURES

LIBBY, McNEIL & LIBBY, of Canada, Chatham, Ont., started on Jan. 16 a twice-daily spot campaign on CFRB, Toronto; CFCF, Montreal; CJCB, Sydney, Nova Scotia. Other stations will be added and the products advertised will be changed each month. McConnell Eastman Co., Toronto, handled the account.

SWIFT CANADIAN Co., Toronto, for Pard (dog food) extended in January the weekly transcription campaign started in December on CBL, Toronto, and CFCF, Montreal, to CKY, Winnipeg; CJOR, Vancouver; CHNS, Halifax. Account placed by J. Walter Thompson Co., Toronto.

JACKSON BREWING Co., New Orleans, has added the two-hour *Jax Midnight Frolic* on KPRC, Houston. The Saturday night musical saluting southern towns is also on WDSU, New Orleans. In Dallas, Jackson now sponsors news, interviews and sports programs on KRLD, and daily sports and newscasts on WRR. Daily quarter-hour sportscasts, *Sportlights of the Day*, is also on WCOC, Meridian, Miss.; WJDX, Jackson; WGCM, Gulfport, and WDSU, along with spot announcements on KFDM, KPRC, KRIS, WSMB, WWL, KGKO, KALB, KWKH, KGKB, KNOW, KVOL and WMC. Anenger Adv. Agency, St. Louis, handles the account.

WILBERT PRODUCTS, New York (No-Rub Floor Wax), on Feb. 2 will start sponsorship of Jimmy Jemail on quarter-hour Thursday evening programs of sidewalk interviews on WOR, Newark. Mr. Jemail is the *Inquiring Photographer* for the *New York Daily News* and has been conducting his own programs since 1923. W. I. Tracy, New York, is the agency handling the account.

CHAPPEL BROS., Rockford, Ill., makers of Ken-L-Ration dog food, on Jan. 22 started a new quarter-hour weekly program *Kennel Time* on WOR, Newark, featuring Dr. Preston Bradley, president of the Isaac Walton League of America. Agency is C. Wendel Muench, Chicago.

STATION

W

N

E

W

NEW YORK

Serving New York and New Jersey

24

HOURS A DAY

MENTHOLATUM Co., Wilmington, has been running a six-month campaign of three weekly transcribed announcements on a list of eight or nine New England stations. The campaign was placed through Spot Broadcasting, New York.

FEMININE PRODUCTS, New York (Arrid cream deodorant), a subsidiary of Carter Products, New York, has been running a five-month test campaign of three transcribed announcements weekly on 12 New England stations, placed through Spot Broadcasting, New York.

BROWN'S BREAD Ltd., Toronto, on Jan. 23 started the thrice-weekly *Lone Ranger*, transcription on CKCL, Toronto, and CHML, Hamilton, Ont. McConnell Eastman Co., Toronto, placed the account.

CONSOLIDATED CIGAR Co., New York (Harvester cigars), on Jan. 16 started a 26-week campaign of evening spot news programs on KRNT, Des Moines, WMT, Cedar Rapids, and WOC, Davenport, Iowa.

ST. GERMAIN PUBLISHING Co., Chicago (religious), thru Allied Adv. Agencies, Los Angeles, is producing a series of 52 quarter-hour transcribed talks which will be placed on stations nationally. Series, featuring Mrs. Ballard of the I AM movement, is being cut by C. P. MacGregor, Hollywood recording concern.

AMERICAN PRODUCTS Co., Cincinnati (household foods), in late January ran a campaign of six two-minute spot announcements on six Midwestern stations including WNAX, KMMJ and KMA. Discs were recorded by World Broadcasting System. Agency is Guenther-Bradford & Co., Chicago.

NATIONAL RADIO INSTITUTE, Washington, broadcast a quarter-hour disc show on WBBM, Chicago, titled *Famous Tunes by Famous Orchestras*, each Sunday during January. Agency is Van Sant, Dugdale & Co., Baltimore.

EDWARD J. FUNK & SONS, Kentland, Ind. (seed corn), on Jan. 28 started half-hour participations in National Barn Dance on WLS, Chicago, for 13 weeks. Aubrey, Moore & Wallace, Chicago, is agency.

SEARS, ROEBUCK & Co., Chicago, in early March will add KMMJ, Clay Center, Neb., and KFEQ, St. Joseph, Mo., to the 23 stations carrying *Grandma Travels*, a five weekly quarter-hour show. In Oklahoma City, the account has been shifted to WKY. Blackett-Sample-Hummert, Chicago, is agency.

CANADA PACKERS Ltd., Toronto (Maple Leaf Toilet Soap), has started a daily spot announcement campaign on CFCY, Charlottetown, P. E. I.; CHNS, Halifax, N. S.; CJCB, Sydney, N. S.; CKCW, Moncton, N. B.; CHSJ, St. John, N. B. E. W. Reynolds & Co. Ltd., Toronto, placed the account.

WORLD'S GREATEST TOBACCO MARKET!

Planter Pete says:

"You know us country folks couldn't keep up with current events if it wasn't for WGTM."

WGTM WILSON, N. C.

REPS: Bryant, Griffith and Brunson, Inc.

AFA Drawing Up Plans For Convention in June

ADVERTISING Federation of America has announced plans and committees for its 35th annual convention and exposition, to be held in New York at the Waldorf-Astoria, June 18-22. Mason Britton, vice-chairman of the board, McGraw-Hill Publishing Co., New York, is chairman of the Federation's board of directors, with George M. Slocum, publisher, *Automotive News*, Detroit, serving as president. Henry Obermeyer, assistant vice-president, Consolidated Edison Co. of New York, and a Federation director, heads the convention's program committee.

Frank A. Conolly, merchandising manager, Oakite Products, New York, is chairman of the exhibit committee, and J. Kenneth Laird, Young & Rubicam, Chicago, was named chairman of the national attendance committee. A convention feature this year will center about the delegations of advertising men and women from other countries, who will be honored with an *International Day* observance. The speaking program will include some 100 men and women who will cover many phases of current advertising and sales promotion.

Percy Crandall

PERCY (Perry) C. CRANDALL, 38, radio director of Chas. H. Mayne Co., Los Angeles agency, died in Wilshire Hospital, that city, on Jan. 15 from pneumonia. He was ill approximately three weeks. Mr. Crandall was well known as writer of numerous live and transcribed radio serials, among them being *The Crimson Trail*, and *Moving Stories of Life*, the latter sponsored by Lyons Van & Storage Co. on the Pacific Coast. Born in Colorado, Mr. Crandall had resided in Hollywood for more than 20 years. A stock company actor for many years, he turned to radio about five years ago. He is survived by his widow, Mrs. Caroline Crandall and a son, Stuart.

CBC-CAB May Parley

THE privately-owned Canadian broadcasting stations have been invited to sit in a round-table discussion on the problems of the private stations at the March meeting of the board of governors of the Canadian Broadcasting Corp. to be held in Montreal. It is understood that the Canadian Association of Broadcasters will send a representative committee to talk over problems and CBC regulations as they affect the broadcasters.

ARNOLD VAN LEER has announced his resignation from Cowan & Van Leer, New York, which has been dissolved, to form Arnold Van Leer Associates, advertising, merchandising and public relations counselors, with offices at 521 Fifth Ave., New York. The new company will handle public relations and merchandising for former Cowan & Van Leer accounts, including Packard Lektro-Shaver, Lektrolite Corp. of Stamford, Roto-Shaver, and Dictograph Products Co., Advertising for which will not be decided for another month.

WARD & WEINER, Wilkes-Barre De Soto agency, who are sponsoring *The Shadow of FuManchu* on WBAX of that city three times weekly, have placed window cards in 100 stores in the city and have distributed 500 Chinese key puzzles to merchandise the program.

AGENCY Appointments

ILLINOIS MEAT Co., Chicago (Broadcast canned foods), to J. Sterling Getchell, New York. Spot radio is planned.

BURNHAM & MORRILL, Portland, Me. (B & M baked beans, brown bread), to Sherman K. Ellis & Co., N. Y., effective April 1.

CAMPBELL PRODUCTS Co., Pasadena, to Emil Brisacher & Staff, San Francisco.

SHAW Inc., (KAJOL Gold Shampoo) and Farallone Packing Co. (fish products), to Kelso Norman Organization, San Francisco.

J. C. PENNY Co., New York, to Pedlar & Ryan, N. Y.

PHILCO RADIO & TELEVISION Co., Philadelphia to Hutchins Adv. Co., Rochester, N. Y., for refrigerator line recently purchased from Fairbanks, Morse & Co.

HUDNUT SALES Co., New York, to Benton & Bowles, New York, to handle all advertising for DuBarry, Marvelous and Hudnut products.

B. F. GOODRICH Co., Akron, to Buchanan & Co., New York, for Seal-O-Matic inner tube.

PINAUD Inc., New York (toilet requisites), to Sherman K. Ellis, N. Y.

ATLANTIC BREWING Co., Atlanta (beer and ale), to Donahue & Coe, N. Y. Present schedule of local spot announcements to be continued.

BLATZ Brewing Co., Milwaukee (beer), to Henri, Hurst & McDonald, Chicago. No radio plans for the present.

PURE FOODS FACTORY, Mamaroneck, N. Y. (bouillon cubes), to Sherman K. Ellis & Co., N. Y.

CHOCOLATE PRODUCTS Co., Chicago (Stillicious), to McCord Co., Minneapolis. PINAUD Inc., New York (toilet preparations), to Sherman K. Ellis & Co., N. Y. VADSCO SALES Corp., Long Island City, N. Y. (Quinlax), to Benson & Dall, Chicago.

CHICAGO SCHOOL OF NURSING, Chicago, (nurses training), to James R. Lunke & Associates, Chicago. Spot test started Jan. 22 on WHO, WDAY.

LANG LABORATORIES, Chicago (foot powder), to James R. Lunke & Associates, Chicago. Radio is planned for the future.

INTERNATIONAL RADIO Corp., Ann Arbor, Mich. (Argus cameras), to Brooke, Smith & French, Detroit.

PETER DOELGER Brewing Corp., Harrison, N. J., to Platte-Forbes, N. Y.

WEST END BREWING Co., New York, to Compton Adv., New York, for all advertising of Utica Club Beer and Ale.

WM. UNDERWOOD Co., Watertown, Mass. (deviled ham), to BBDO, Boston.

LEVER BROS. Co., Cambridge, has named BBDO, New York, to place advertising for Gold Dust, Silver Dust, Fairy, Sunny Monday soaps recently acquired from Hecker Products Corp.

PINAUD Inc., New York (toiletries), to Sherman K. Ellis & Co., New York.

Lone Ranger Cones

MARYLAND CONE Co., Baltimore, is planning a spot announcement campaign for Lone Ranger ice cream cones, which will start May 1 on a list of 80 stations. Austin & Spector Co., New York, is handling the account.

ENTHUSIASM for SALE!

NBC

K·A·N·S

WICHITA, KANSAS

Agencies

WILLIAM W. NEAL, formerly secretary of Gottschaldt-Humphrey Inc., Atlanta, has joined Freitag Advertising Agency, Atlanta, in an executive sales capacity, along with Carroll K. Liller, for several years in the New York offices of McKee, Albright & Ivey and N. W. Ayer & Son, who will join the Freitag organization Feb. 1. Present executive personnel of the agency includes, beside Neal and Liller, Kenneth Harris, in charge of production, and Joseph V. Freitag.

NEEDHAM, Louis & Brorby, Inc., Chicago, recently announced the opening of a Hollywood office for radio production, in charge of Cecil Underwood, who has been transferred from the Chicago staff. John J. Louis, vice-president, will divide his time between Chicago and Hollywood. The *Fibber McGee* show, handled by the agency, begins out of Hollywood Jan. 31.

MERRILL - CHESSLER Adv. Co., Baltimore, is the new name of the recently merged Yale Merrill Advertising & Publicity Co. and the Maurice Chessler Adv. Co. The new agency, headed by Yale Merrill and Maurice Chessler, has offices in the Calvert Bldg.

JAMES R. LUNKE & ASSOCIATES, Chicago, has moved to larger offices in the Palmolive Bldg., Suite 1306-7. Robert A. Gallagher, formerly of *Boot & Shoe Recorder*, has joined the firm as production manager.

LAWRENCE I. EVERLING, since 1919 account executive in charge of radio and merchandising of Richard A. Foley Adv. Agency, Philadelphia, recently was named second vice-president of the agency.

DAVID BROWN, previously with Loomis & Hall Agency, Miami, has resigned from Pedlar & Ryan, New York, where he handled a part of the contact work on the Procter & Gamble account. Mr. Brown's future plans have not been announced.

CARL STANTON, Lord & Thomas, Hollywood assistant producer on the NBC *Bob Hope Show*, sponsored by Pepsodent Co., and Virginia Reynolds Ketcham of Denver, have announced their engagement.

COE, GUY & WALTER, Chicago, is the new firm name of the former Oscar L. Coe & Associates, 540 N. Michigan Ave.

JOSEPH R. GERBER, Portland, Ore., is the new name of the former Gerber & Crossley Agency.

CLARK & KUPSICK Adv. Agency has been formed in Miami, with James Clark as manager and offices in the Congress Bldg.

JAMES HOULIHAN has discontinued his own agency in San Francisco and is now manager of the recently opened San Francisco office of Stack-Goble Adv. Agency, located in the Monadnock Bldg.

LEWIS & TOKAR, 44 Commerce St., Newark, N. J., has been formed by merger of the Milton L. Lewis and Alfred F. Tokar agencies.

CARROLL O'MEARA has been transferred from the Hollywood to New York office of Young & Rubicam to continue producing the NBC *Al Pearce & His Gang* program, sponsored by General Foods Corp.

HARVEY L. VEHON Co., Los Angeles agency, formerly known as Vehon-Weinstein, has moved to new offices at 707 S. Broadway, that city.

CLARK BROWN, formerly vice-president in charge of sales of Point of Purchase Co., Los Angeles, has joined Scholts Adv. Service, that city, as account executive.

LOOMIS & HALL, Miami agency, has discontinued business.

AMSTERDAM Adv. Agency, New York, has discontinued operation.

Arthur Barry Appointed To Free & Peters Staff

ARTHUR J. BARRY Jr., who has been doing promotional sales work for William H. Rankin Adv. Agency, New York, has been named to the sales staff of Free & Peters, Chicago. Mr. Barry, a native New Yorker, was graduated from Brown University with a Ph.B. degree in 1927 and attended Harvard graduate school in 1928. He was associated with the advertising department of the *New York Journal of Commerce* for four years and in 1931 organized Barry Tours, devoted to the development of good will through the interchange of college and university students abroad. During this time he was a free lance journalist, contributing to travel publications.

Mr. Barry

DR. DONALD A. LAIRD, formerly head of the Rivercrest Laboratories of Colgate University, has resigned to direct the Ayer Foundation for Consumer Analysis, newly formed merchandising research organization, operating independently of the production departments of N. W. Ayer & Son as a memorial to F. Wayland Ayer, founder of the agency.

TUCKER WAYNE & Co. is the new firm name of the former James A. Greene & Co., Atlanta. Mr. Greene sold his interest to Tucker Wayne last Nov. 1 and Mr. Wayne continues as president. Douglas D. Connah continues as radio director. The offices remain at 10 Pryor St., Atlanta, and the executive staff is unchanged.

PARKER WOOD Jr., formerly of J. Stirling Getchell, New York, has joined the San Francisco office of Botsford, Constantine & Gardner as an assistant in the production department.

CARLOS FRANCO, station relations director of Young & Rubicam, New York, is seriously ill with rheumatic fever in the North Westchester Hospital at Mt. Kisco, N. Y.

HARRY BRINCKMAN, formerly production manager of Philip J. Meany Co., Los Angeles, has joined W. C. Jeffries Co., that city, in a similar capacity.

FERN LAMBERSON, formerly of KTSM, El Paso, Tex., has joined Howard Ray Agency, Los Angeles, in charge of radio programs and copy.

S. L. WILLIAMS, formerly of BBDO, Chicago, and more recently advertising manager of Walgreen Drug Co., that city, has joined Lord & Thomas, Chicago, to head the copy department of the Armour account.

P. O. NARVESON, manager of Associated Adv. Agency, Los Angeles, has been elected president of the Southern California Chapter, National Council of Ellis Plan Advertising Agencies. Other Los Angeles agency executives elected to office are Culbreth Sudler of Sudler Adv. Co., vice-president; Jack Morse of Dan B. Miner Co., counsellor and J. Pittenger, Pacific Adv. Service, secretary-treasurer.

DAN DANKER, J. Walter Thompson Co., Hollywood vice-president in charge of radio, is in New York for his annual conference with agency executives. Paul Rickenbacher, his assistant, is in charge of the Hollywood office during Danker's absence.

STAN QUINN has been transferred from J. Walter Thompson Co., New York, to Hollywood and is writing the dramatic skit for the NBC *Chase & Sanborn Hour*, sponsored by Standard Brands. He succeeds Ed Rice who is now in New York to produce a daytime script show for the agency.

Reps

FOUR mid-western stations have appointed Weed & Co. as national sales representatives, effective immediately. The stations are WEOA and WGBF, Evansville, Ind., WBOW, Terre Haute, Ind.; WCOL, Columbus, O.

KID, Idaho Falls, Idaho, has appointed Sears & Ayer, New York, as its eastern representative, effective immediately.

EDWARD HEATON, formerly of International Radio Sales, Chicago, has joined the Chicago office of Radio Advertising Corp., according to George Roesler, RAC Chicago manager.

JOSEPH HERSHEY McGILLVRA has been appointed exclusive representative of CJBR, Rimouski, Quebec, in the United States and the Province of Ontario.

WILLIAM JOYCE and Richard Kopf, recently were added to the Chicago office of Transamerican Broadcasting & Television Corp. Mr. Joyce, formerly in charge of the Tom Mix and *Checkerboard Time* shows, is working on production, while Mr. Kopf, formerly with International Radio Sales, is in the time sales department.

COMMITTEES NAMED FOR AAAA SESSION

ALLEN L. BILLINGSLEY, president of Fuller & Smith & Ross, Cleveland, has been appointed chairman of the Program and Attendance Committee for the 22d annual convention of the American Association of Advertising Agencies, to be held at the Waldorf-Astoria, New York, May 11-12. Other members of the committee include: James S. Adams, executive vice-president, McCann - Erickson, Cleveland; Ernest V. Alley, partner, Alley & Richards Co., Boston; David M. Botsford, president, Botsford, Constantine & Gardner, San Francisco; John P. Cunningham, vice-president, Newell-Emmett Co., New York; J. Davis Danforth, vice-president, BBDO, New York; J. Stirling Getchell, chairman of the board, J. Stirling Getchell, New York; B. B. Geyer, president, Geyer, Cornell & Newell, New York, S. H. Giellerup, vice - president, Marschalk & Pratt, New York; Martin E. Goldman, partner, Aitkin-Kynett Co., Philidelphia; Robert E. Grove, vice-president, Ketchum, MacLeod & Grove, Pittsburgh; Homer Havermale, vice-president, McCann-Erickson, Chicago; Edgar Kobak, vice-president, Lord & Thomas, New York; and William Resor, vice-president, J. Walter Thompson Co., New York.

HALIFAX,
NOVA SCOTIA

Where more radio sets are located than any other centre of the Maritimes.

Halifax is served by the key station of the Martimes

CHNS

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

SCHOOLED--
Before Kindergarten!

WILLIE is only four years old and his sister, Jeanie, but three—but they know four letters in the alphabet—"W S P D".

SURE, and why shouldn't they know them? They live in northwestern Ohio and Mother and Dad have the radio dialed *constantly* to 1340 kilocycles.

PRETTY Jeanie and clever Willie are growing up, and WSPD is becoming a symbol to them, as it has been to Mother and Dad, of all that's excellent in entertainment and education.

DON'T think it's "lucky" selection. We've "slanted" our programs to fit the entertainment moods of all the family.

WSPD
The Voice of Toledo

The Fort Industry Co.
Toledo, O.

5000 Watts
NBC Basic Blue

TRANSCRIPTIONS

RAY LYON, head of the recording division of WOR, Newark, will address the Public Relations Council of the National Tuberculosis Association in New York on Feb. 3 on the subject of "Electrical Transcriptions, their Manufacture and Uses". WOR's recording division turned out more than 250 special transcriptions for the association during its drive last fall.

IRVING FOGEL, head of Irving Fogel Radio Productions, Hollywood, left Jan. 15 on a 30-day business trip to New York and Washington. He will confer with executives of McNaught Syndicate on the *Charlie Chan* newspaper strip which follows the radio serial. He also will discuss a new Jack London transcribed serial with agency executives.

WSYR, Syracuse, reports that it has installed Millertape reproduction apparatus, produced by Miller Broadcasting System, New York, which reproduces programs via tape seven millimeters wide.

JERRY FIELDS, president of Fields Brothers Enterprises, returned to his Baltimore headquarters in mid-January after a month at the Hollywood radio production division of the firm. Concern has started to produce the 78 quarter-hour episode western serial, *Hopalong Cassidy*, with Radio Recorders Inc., Los Angeles, cutting under direction of J. Donald Wilson. Jack Brooks, composer of western songs, has written *Hopalong*, *Hopalong* which is being used for signature, theme and interludes.

BROADCASTERS Mutual Transcription Service, St. Louis, has completed a 65-episode unit of a new quarter-hour series, *All in the Family*.

WCHS, Charleston, W. Va.; WPAR, Parkersburg, W. Va; WBLK, Clarksburg, W. Va., and KFXJ, Grand Junction, Colo. are the most recent additions to the list of stations subscribing to the WBS library service.

JOHN HENRY HAMMOND Jr., connoisseur of "hot" music and musicians and a well known collector of jazz records, has been named talent scout and associate recording director of American Record Corp., new CBS subsidiary.

C. P. MacGREGOR, head of C. P. MacGregor Co., Hollywood transcription concern, after attending the Canadian Broadcasters convention in Toronto, went to New York on business and is to return to his West Coast headquarters by Feb. 15.

TWENTIETH CENTURY Radio Productions, Hollywood, has started to produce 39 quarter-hour episodes of *Adventures of the Coast Guard*, written by Willis Parker. Aerogram Corp., is cutting the show, with Dave Elton directing.

AKERS-HUMPHREY Productions, Hollywood, has started to produce a new 26 quarter-hour episode mystery serial, *Death Joins the Circus*, writen by Howard Walter Fisk. Aerogram Corp. is cutting the series under direction of Jerry Akers. Featured are Herbert Rawlinson, Betty Compson and Thelma White, all film talent.

ROGER LASWELL Corp., Hollywood transcription concern, was absorbed by the new firm of Fields Bros. Q. S., which will continue in live talent and transcribed radio serials. Firm is a unit of Fields Brothers Enterprises, with headquarters in the Equitable Bldg., that city.

CLIFFORD GLICK, formerly with the sales staff of MBS in New York, has been appointed eastern sales manager of Miller Broadcasting System, New York, producers of the Millerfilm method of transcribing radio programs on tape.

WBRE, Wilkes-Barre, KDKA, Pittsburgh, WWRL, Woodside, N. Y. and WTIC, Hartford, have subscribed to the *Speedy-Q* sound effects library of Charles Michelson.

C. P. MacGREGOR, Hollywood transcription concern, is cutting a series of 52 quarter hour dramatic programs in Spanish, which will be placed on Peru and Chile stations by Latin American Adv. Co., Hollywood.

Royalies Using Spot

ROYAL LACE PAPER WORKS, Brooklyn, New York (Royalies, lace doilies), on Jan. 23 started a five-minute transcription campaign, heard one to three times weekly on a list of 15 stations in the Midwest. Other stations in special areas will be added later in February. Lawrence C. Gumbinner, New York, is the agency.

'Fu Manchu' Party

RADIO ATTRACTIONS, New York, distributors of *The Shadow of Fu Manchu*, gave another preview presentation of the program on Jan. 18 in the studios of KDKA, Pittsburgh, which plans to start using the production thrice weekly early in February. The party was completely Chinese in every detail, and guests, which included business men, advertising agency executives, radio program sponsors and their wives, were served a Chinese supper before witnessing the opening chapters of the serial. Charley Urquhart, KDKA's production chief, gave an added touch to the preview with a convincing impersonation of Fu Manchu. Other stations scheduling the program during January and February, include WEAN WICC WNAC WFBR WFBL WGR WNBF WRC WRVA WBAX WHEC and WDRC.

World Program Service Acquires Ten Stations

TEN STATIONS have joined World Program Service since Jan. 1, bringing the total list of subscribers to an all-time high of 197. During 1938, 21 stations, including outlets in 14 states, Hawaii, Canada and South America became members of WBS, which inaugurated the service in 1934 as pioneer in the field.

The stations which have joined since Jan. 1 are KFXJ, Grand Junction, Colo.; WDBO, Orlando, Fla.; WCBS, Springfield, Ill.; WJBO, Baton Rouge, La.; WINS, New York; WBLK, Clarksburg, W. Va.; WCSH, Charleston, W. Va.; WPAR, Parkersburg, W. Va.; CJGX, Yorkton, Sask.; KGCX, Wolf Point, Mont.

Radio Production Films

PERRY KING, known as Bill Perry in radio, is now heading the slide film and radio department of the F. K. Rockett Co., Hollywood business and educational film producers. He was formerly with CBS and WOR in New York. His department is currently turning out the fourth of a series of sound slide films for the Richfield Oil Corp. In preparation is a series devoted to radio production technique and several new radio programs. The films on radio production, to be formally announced later, will be available to all stations interested in training their staffs in advanced production methods.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on Jan. 31 started sponsorship of the *Fu Manchu* serial three times weekly for 26 weeks on KHJ, KFRC and KGB. Account was placed by McCann-Erickson, New York.

Disc Project Fate Remains in Doubt

Miller Discusses Library With NAB Officials During Trip

THE FATE of the NAB's tax-free transcription library project, after having been buffeted about for several years, remains in doubt with the collapse of the plan of E. C. Brinckerhoff & Co., New York transcription organization, to purchase the NAB Library.

President Neville Miller, of the NAB, on Jan. 20 formally announced withdrawal of the Brinckerhoff offer, which had been accepted last December by the NAB board of directors after an internal fight, in a letter to the membership. On his trip to the Pacific Coast Mr. Miller has been conferring with directors and members on the project and proposes to recommend new steps upon his return about Feb. 6. Another meeting of the board of directors or possibly a poll of the board will be undertaken.

Begun in 1935

The NAB Library was launched under the old regime in 1935 as a means of building up a reservoir of tax-free music to tide over the industry in the event of failure to negotiate amicable contracts for use of copyrighted music with ASCAP. Some $60,000 has been invested in it by NAB members, with 20 hours of music actually recorded of a 100-hour initial quota. The Brinkerhoff plan envisaged purchase of this library with a $25,000 cash payment and reimbursement of the balance as subscriptions were sold to stations. It contemplated building up of a 300-hour library of transcribed music plus actual sheet music.

A competitive offer made by Langlois & Wentworth, New York transcription and programming organization, was rejected by the NAB board though it is understood President Miller recommended its acceptance over the Brinckerhoff offer. There was no cash phase to the Langlois & Wentworth offer, but a guarantee of 300 hours, based on sale to stations of public domain and tax-free transcriptions, was involved.

Whether Langlois & Wentworth will be willing to follow through on its original offer, in the light of the Brinckerhoff withdrawal, remains conjectural and probably will not be decided until Mr. Miller's return to Washington. In his letter of Jan. 16 to Mr. Miller withdrawing the bid, Mr. Brinckerhoff asked that he be given the privilege of making another bid should that be desired.

In his letter to the membership, Mr. Miller explained that since the board authorized acceptance of Brinckerhoff's offer, he had "diligently attempted" to close the transaction. He conferred with Mr. Brinckerhoff in Washington Jan. 13-14 along with his counsel —Paul D. P. Spearman, Frank Roberson and Frank U. Fletcher— after which Mr. Brinckerhoff stated he would be "unable financially to perform the obligations of the proposed contract and, therefore, withdrew his offer."

the CJBR Key to the Lower ST. LAWRENCE

RESULTS!

A Large Advertising Agency Writes . . . "The express man finally staggered in with replies received from last week's Riddle Box program. I would like at this time to congratulate you on this most emphatic response. You are doing a really excellent job to obtain such consistently good results. The Client is most enthusiastic."

CJBR
RIMOUSKI, QUEBEC
1,000 Watts Full Time
Affiliated with CBC
U. S. Representative:
JOSEPH HERSHEY McGILLVRA

WCBS
The Salesway to Central Illinois.
NATIONAL REPS. SEARS AND AYER
SPRINGFIELD ILLINOIS
ASSOCIATED WITH THE ILLINOIS STATE JOURNAL
ILLINOIS 2nd MARKET

"A Blind Spot" for All Outside Stations—
IF you want to Cover Rich Central Pennsylvania
You MUST Use
WFBG
Altoona • Pa.

Wider Service Offered By Press Radio Features

PRESS RADIO FEATURES, Chicago program firm headed by Frank Hemingway, is offering a more comprehensive service to radio stations and program owners. PRF now represents the National Newspaper Service in the radio field. Among the NNS syndicated features are *Buck Rogers*, Dr. A. E. Wiggam's *Let's Explore Your Mind*, *Brain Twisters* and *Abe Martin*. Jack Dille, syndicate writer and editor, was recently elected vice-president and a director of PRF. Mr. Dille will work out of the Chicago office on agency and program accounts.

PRF is presenting a new program plan to stations, allowing them to air well known recorded shows of considerable length through a service agreement at nominal costs until sponsors can be secured. New facilities of PRF include exclusive radio program representation throughout the country with Daniel Langhurst in the Eastern territory, Robert Cooper in the Midwest and Captain Ray Barnes on the Pacific Coast. Robert W. Fling, formerly of Standard Radio, will continue on station relations in 13 Midwestern states with the programs originally held for that area.

Gunda Din Televised

A CONDENSATION of the RKO movie "Gunga Din" is being made by RKO-Radio Pictures especially for use in television, through an arrangement between the motion picture studio and NBC, which will present the picture when it starts its regular television service next spring. This first film to be prepared expressly for broadcasting is about 1,000 feet long and will run nine or ten minutes. Edited for the new medium, the film will consist entirely of close-up and middle distant scenes, with gaps in the action bridged by subtitles and sound, the entire production being dubbed with special sound for this version.

SUIT was recently filed in the New York Supreme Court by Nathan A. Hurwitz against RCA, *New York Post*, and the Publishers' Service Co. The plaintiff claims that he originated the idea of circulating musical recordings and sound reproducers to newspaper readers and charges that the *Post* and the promotion firm induced RCA to break an agreement with him to act as exclusive agent.

WOMEN'S PLACE IN THE STUDIO

Is Extended at KVOO as Feminine Voice Becomes Part of Many of Station's Programs

WOMEN'S activities in radio are not confined to the model kitchens and the style salons, according to W. B. Way, vice-president and general manager of KVOO, Tulsa. "We have started what we believe is an innovation in the use of a woman's voice in various program activities, and as a result, have found a very favorable acceptance on the part of listeners, who enjoy hearing a woman's voice occasionally on broadcasts where it was believed heretofore that only men's voices were acceptable," Mr. Way says.

The program department has been using Dorothy McCune, woman news commentator, on three programs during the week. These are *Facts for Feminine Ears*, *Peggy Grey*, *Your Personal Shopper* and *Between the Deadlines*. In *Facts for Feminine Ears*, Miss McCune uses three quarter-hour periods weekly for a special news broadcast, and interpretive broadcast of special interest to the women. The *Peggy Grey* program is sponsored by a local department store.

Between Deadlines includes members of the station's news department, with Miss McCune and Ken Miller, the station's news editor, leading a discussion of news, and events of interest. The program is heard three times weekly.

Recently Mr. Way decided to use Miss McCune on numerous special events broadcasts. During the broadcast of the dedication of the Will Rogers Memorial and Museum at Claremore, Okla., Nov. 4, Miss McCune was sent with the station special events crew. She spent a quarter-hour in an airplane, flying over the Will Rogers ranch, and the memorial, describing by shortwave what she could view from the air.

On election night, Miss McCune was again included in the special events crew, and at intervals broadcast sidelights, and views of the election, as it pertained to women candidates, and giving the background of women active in state and national politics.

"We have found the use of Miss McCune's voice on the air on special events pleases our listeners, especially the women listeners," Mr. Way said. "We have found that her pleasing voice personality adds a long needed touch to some types of special events broadcasts, which have heretofore used only masculine, rapid-fire types of voices."

WITH radio program information at a minimum in Canadian daily newspapers, two weeklies have recently appeared with program news and listings—the *Listening Post* in Winnipeg, and the *Mirror* in Toronto.

Every Month
THE WOWO FARMER
CUTS A MELON

He doesn't even have a speaking acquaintance with such things as unemployment, part-time, relief, or lack of income.

For every month he has plenty to sell . . hogs, wheat, cattle, corn, potatoes, butter, eggs, milk . . . to name just a few of these "melons"

Altogether, these things that he sells bring the WOWO farmer an average monthly income of more than twenty million dollars, **a quarter billion annually.** And these farmers of the WOWO Family spend a large part of this monthly income for the products they hear about over WOWO.

Your best way of influencing their purchases is through the medium to which they respond . . . WOWO.

10,000 Watts: 1160 Kilocycles *NBC Basic Blue Network*

WOWO
FORT WAYNE • INDIANA

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS
National Representatives

INDIANA'S MOST POWERFUL RADIO STATION!

POP GO THE PURSES!

Whether it's soup or nuts, when they hear it over WAIR, POP GO THE PURSES! A trial will convince you that WAIR has that certain something every salesmanager wants.

WAIR
Winston-Salem, North Carolina
National Representatives
Sears & Ayer

Stanco Disc Test

STANCO PRODUCTS, New York (Mistol and Nujol), on Jan. 30 started a 17-week test campaign of quarter-hour recorded programs, heard five days a week on seven stations. Two scripts are being used: *Career of Alice Blair*, written by Helga Lund, on WNAC, Boston; WJR, Detroit, and KFBK, Sacramento, and *Meet Miss Julia*, by Phyllis Parker, on KHQ, Spokane; WTIC, Hartford; WMBD, Peoria, and WHP, Harrisburg, Pa. McCann-Erickson, New York, handles the account.

WMOB are the call letters assigned by the FCC for the new station in Mobile, Ala., which was authorized for construction Jan. 9 to operate with 100 watts daytime on 1200 kc. [BROADCASTING, Jan. 15].

1938
WAS GOOD TO US

- New Vertical Radiator
- New 5000 Watt Transmitter
- New Modern Studios

They all help in doing a better job for you at no increase in rates

KGVO
CBS Affiliate
1260 kc — 5000 watts
Missoula — Montana

Armstrong's Staticless Radio

(Continued from page 19)

areas than do even those of 50 kw. stations today, but practically no coverage beyond those primary zones.

His station, W2XMN, which will broadcast with 40 kw. in the 42.8 mg. band, is located at Alpine, N. J., just across the Hudson from upper Manhattan. The 400-foot tower, with its three 150-foot crossarms, is set atop the Palisades, 1,000 feet above sea level. Instead of the conventional wires strung between two supports, the aerial consists of a series of copper plated steel bars fastened to a boom suspended between the crossarms. These bars aid in concentrating the waves along the ground. When it begins regular operation, W2XMN will rebroadcast the programs of WQXR, New York's high-fidelity station, whose owner, John V. L. Hogan, himself a noted engineer, has filed a petition with the FCC for permission to build a frequency modulated station in New York City.

Others in the Offing

A half-dozen other stations of this type are expected to be on the air by summer. John Shepard 3rd, president of Yankee Network, has one at Asnebumskit, near Worcester, Mass., and is building another atop Mt. Washington in New Hampshire. Franklin M. Doolittle, owner of WDRC, Hartford, is experimenting with a frequency modulating transmitter on Meriden Mountain, Conn. Both Shepard and Doolittle, incidentally, use ultra-high frequencies to send the programs of their regular stations to these experimental stations for rebroadcasting. General Electric Co. has a station in Albany; Prof. Daniel Noble of Connecticut State College also owns a frequency modulated transmitter with which he is experimenting on the 100 megacycle band, and C. R. Runyon, Yonkers business man and radio amateur, is the owner of the station at which all the work Maj. Armstrong has done in his university laboratory by day has been tested out during the night.

Arrangements are being made for the manufacture and sale of transmitters by the Radio Engineering Laboratories of Long Island City. This company and RCA made all of the equipment for W2XMN that was not constructed in the Columbia laboratory by Maj. Armstrong and his assistants. While the price of these transmitters is not yet determined, it was said that it will be much less than that of comparable amplitude modulated transmitters and that the upkeep will likewise be less. General Electric is also beginning to manufacture receivers on a commercial basis. These sets, which will receive both the amplitude and the frequency modulated types of broadcasts, will be priced about the same as a good all-wave set is today, it is claimed, though some engineers hold the price inevitably will be higher.

Finch Plans Station

Another station to be built under the Armstrong plan is the facsimile transmitter that William G. H. Finch (under whose patents Crosley Corp. is manufacturing the *Reado* sets, first facsimile receivers to be placed on the market) will erect in New York this spring. For with frequency modulation it is possible to broadcast multiple signals within the wave band, thus permitting the simultaneous transmission of facsimile copy and sound from a single station.

Asked about television, Maj. Armstrong said that frequency modulation would greatly improve the sound end of the combined sight and sound programs and went on to express the belief that eventually this system will be used for video broadcasting itself, using considerably shorter waves than are now used for picture transmission, although he refused to prophesy as to how soon this would occur.

Although frequency modulated broadcasting is just now making its first public appearance, Maj. Armstrong has been working on the theory since 1924 and demonstrated it before the Institute of Radio Engineers in 1935. As part of his demonstration he played a sound reel recording of reception during a thunderstorm of broadcasts received at a point 85 miles distant from the 2 kw. station in the Empire State Bldg. using the new method and from WEAF, 50-kw. WEAF's program came through strongly, but was interrupted with static crashes. In contrast, the frequency modulated signals provided a clear, uninterrupted, staticless program, despite the fact the difference in power. In June 1936, Maj. Armstrong described his system at the ultra-shortwave hearing of the FCC [BROADCASTING, July 1, 1936], at which time critics predicted that the method was impracticable.

Today the biggest obstacle in the path of a shift from present broadcasting methods to those of Maj. Armstrong, if that should be proved desirable, would be the 35,000,000 sets now in use in America, all made for use in receiving programs of the present broadcast band. As long as these sets are in use, broadcasters and sponsors will continue to use frequencies available to this vast audience, and as long as the more popular programs of the great networks are broadcast on these frequencies, there will be little incentive on the part of the public to buy different receivers.

Crosley 25.9 mc. Station Starts Regular Schedule

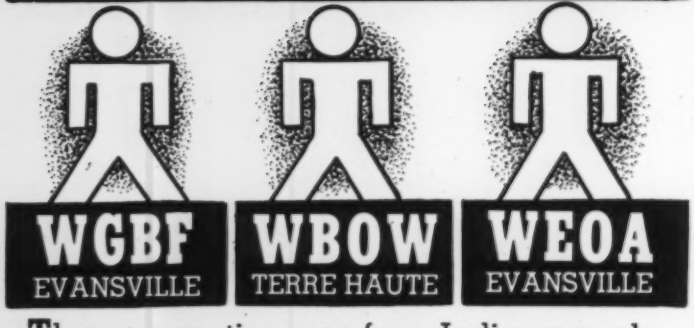
W8XNU, 1,000-watt ultra-high frequency (apex) transmitter operating on 25,950 kc., began a schedule of daily broadcasts Jan. 5, the Crosley Corp. announced. Designed primarily for a local audience, the station is being operated on an experimental basis to determine the adaptability of high frequencies locally, said R. J. Rockwell, WLW-WSAI technical supervisor who designed the equipment.

The transmitter, located near the WSAI transmitter in Clifton Heights, Cincinnati, employs a new type of antenna which enables the radiation of concentrated energy along the ground. This factor Mr. Rockwell said, greatly facilitates local reception.

The programs, broadcast daily from 8 a. m. to 1 a. m., consist largely of sustaining network programs not available through other Cincinnati stations under the direction of Joseph Ries, program director. Special schedules of symphonic and operatic music are being prepared for broadcast over W8XNU, and eventually, broadcasts by civic and religious groups and educational institutions are to be arranged.

PRESIDENT Roosevelt on Feb. 18 will be heard on combined CBS, NBC and MBS networks when he formally opens the San Francisco World's Fair with an address from the White House, which will be followed by official ceremonies of the opening, to be broadcast from 3:30 to 4 p. m. EST. The President's talk will be heard also in Europe and South America via shortwave.

3 GENTLEMEN FROM INDIANA



WGBF EVANSVILLE
WBOW TERRE HAUTE
WEOA EVANSVILLE

Three promotion men from Indiana ready to go to market for you . . . and how they can sell! Experience shows that they, like our other Stations, produce

Results That Count!

WEED AND COMPANY

NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

Radio Station Representatives

$atisfied $ponsors

THEY REACH THE FOREIGN RESIDENTS

69 %

of Metropolitan New York's population through our

$PECIALIZED $ERVICE

WBNX NEW YORK
1000 WATTS DAY AND NIGHT

The Station that Speaks Your Language

CODE TROUBLE
Hits Schools, So Teachers Ask WGL for Keys

SECRET code used by *Speed Gibson* to communicate with his juvenile radio comrades drew a protest from principals of Fort Wayne schools recently. Talking it over with WGL, Fort Wayne, which carries the series, the school officials explained that the usual inhibition against passing notes from pupil to pupil had been dissipated, since the kids were using the secret code and no punishment could be forthcoming so long as no evidence of the notes' contents could be determined.

So the school principals asked that teachers be supplied with code books, in order to be sure that student morale should not be entirely disrupted. WGL officials readily agreed, although there were some misgivings that they had turned traitor to Hero Gibson, for betraying their trust.

Case Heads New WRAL

GEORGE T. CASE, formerly with stations in Cincinnati, Durham, N. C., and Columbia, S. C., has been named assistant manager directing the construction of the new WRAL, Raleigh, N. C., which the FCC last July authorized for construction to use 100 watts night and 250 day on 1210 kc. Licensee of the station will be Capitol Broadcasting Co., with E. O. Marshburn and A. J. Fletcher, Raleigh attorneys, as largest stockholders. Three studios and eight offices will house the staff in its own downtown building. Western Electric equipment is being installed throughout, and Transradio news has been ordered. The station will be ready for operation some time in March, when Mr. Case will take charge of sales and programs.

Sell Interest in WIBG

JOSEPH M. NASSAU, president and manager of WIBG, Glenside, Pa., suburb of Philadelphia, announced Jan. 18 that Margaret R. Collins and James A. Nassau have sold their interests in the station and resigned as of Jan. 22. Miss Collins, program director, owned 10% of the stock, and James Nassau, director of public relations, also owned 10%. Douglas Arthur, formerly with WNEW, New York, has been named new program director.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

The Local Station

(*Continued from page 28*)

custom-made program, or else. So, you think, "Well, we can use the contract", and the program is run, and flops. Sighing, you try to sell them something again and they remind you of that "sure-fire" program they gave you before, the one that you couldn't use for selling oil stoves to the Laps. And that story is repeated over and over again.

Just a Hayseed

Occasionally, a national sponsor lets you run things your way. Localization and distribution of product accompanies the program; a sales job is done; you receive glowing testimonials for it. But what good are they? You can't pour proof of the audience you have, and the popularity of *your* programs, on the desk of *any* time-buyer. They sit back at a remote point, think of you as a "corn-cracking, bailing-wire" outfit that knows nothing about production. and when they do give you an order, tell *you* how to run *your* program.

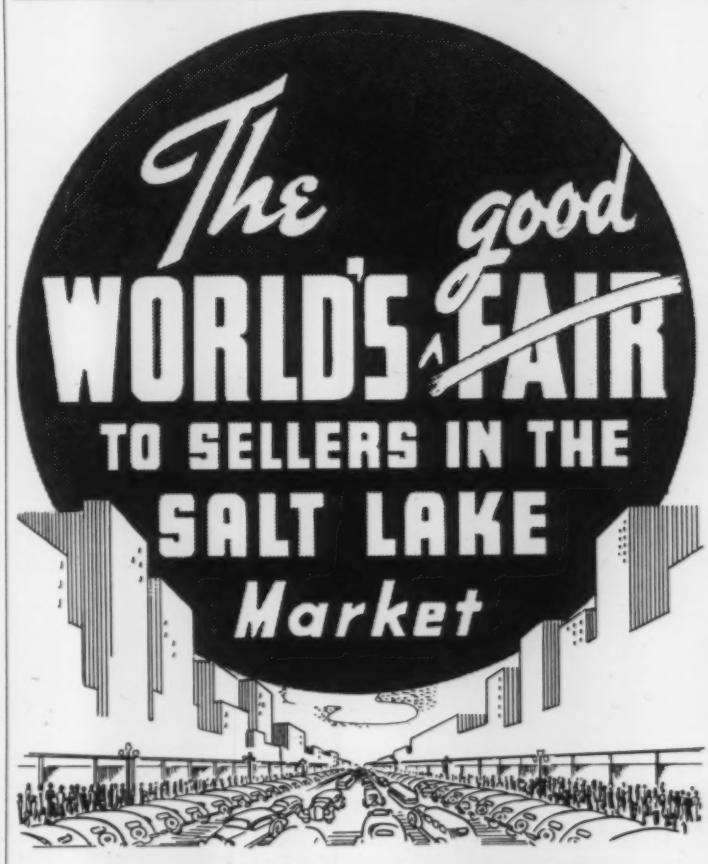
You say the smaller stations are losing their audience, and that this can be proven by comparative figures. I question that statement, openly, and I question especially the word "comparative".

Had you said, rather, that national advertisers are losing much regional coverage, are losing many listeners by not putting their sales message in a local way by not including the smaller stations on their list, I could perhaps agree.

No, it is not a question of how soon the small station owner sits down "in the quiet of his bedchamber and looks the situation squarely in the face," or how soon he hires a former "small-town newspaperman" to build his station into a truly local one. Rather, it is a question of how soon the time-buyer sits down "in the quiet of *his* bedchamber and looks his situation squarely in the face" and realizes that the average small station has done these things long ago—with, or without the aid of the "small-town newspaperman". We of the small station are *not* clinging to "a forlorn hope" that soon we shall join a group that will run NBC or CBS out of business. We are *not* clinging to the hope of network affiliation, of miracles to bring in business. Give us, instead, an opportunity to do a selling job *our* way—the way the people of our community have been accustomed to. We'll do that job for you, and well. We won't put "neon signs in haymows". We won't try to "ape" or "emulate" our big brothers. But we *will* continue to serve our *communities* in a local, community way.

We will continue to be *local!*

A $14,000 DEAL for the sale of KROA, Santa Fe, N. M., to I. E. Lambert, former general counsel of RCA Victor Co. now residing in that city, having fallen through, J. Laurence Martin, operator of the station, has applied to the FCC for authority to dispose of it to a new company called New Mexico Broadcasting Co.



Copy Chief: A timely headline, no doubt—and a pretty good pun—but so what?

Copywriter: So that's what advertising managers *want* . . . a good market for their stuff . . . buyers with money to spend . . . and we've certainly got 'em in the Salt Lake market . . . half a million or so . . .

Chief: All right. Go on.

Writer: Then I'll tell 'em about KDYL. Like this: KDYL, with its sparkling showmanship and its new, up-to-the-minute broadcasting facilities, offers a medium of unsurpassed popularity in this rich, responsive market.

Chief: My boy, you've *got* something there.

KDYL

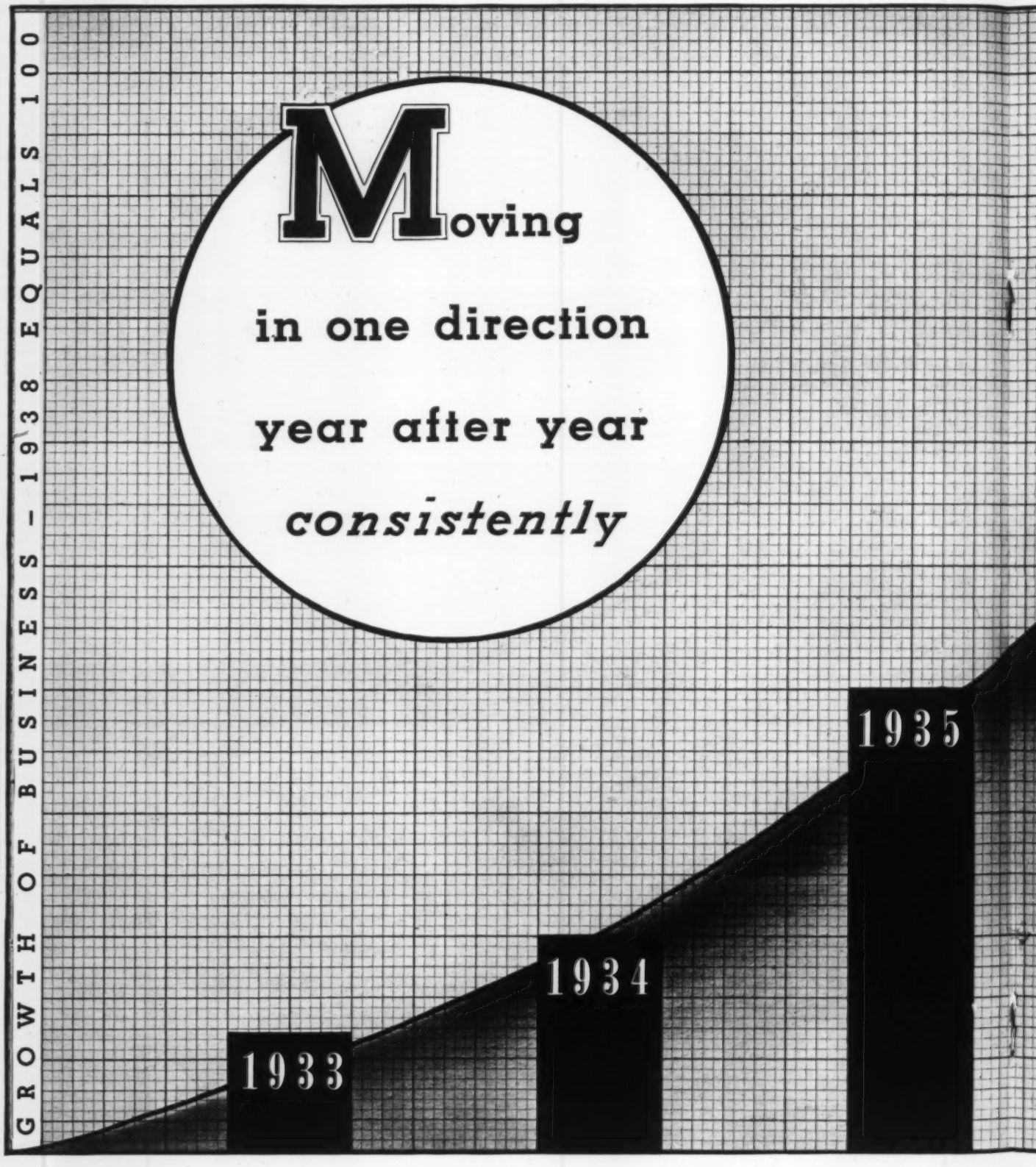
SALT LAKE CITY

THE popular STATION

NBC RED NETWORK

Representatives: JOHN BLAIR & COMPANY

CHICAGO - NEW YORK - DETROIT - SAN FRANCISCO - LOS ANGELES - SEATTLE



PAUL H. RAYM

NEW YORK CHICAGO

Exclusive Radio Stati

M E R C O M P A N Y

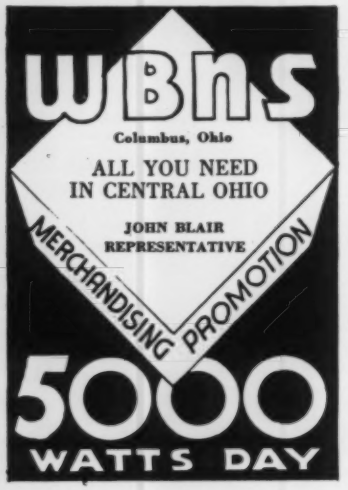
Station Representatives

DETROIT SAN FRANCISCO

Studio Notes

SALUTING Admiral Byrd's Antarctica expedition's ship, *City of New York*, when it was sold at auction to pay dockage fees recently in Cleveland, WGAR originated a special program in the officers' quarters, with Wayne Mack recounting the story of the ship and interviewing Capt. Ralph Von Suboff, in charge of the craft since 1932, and music by Mrs. Suboff, an accomplished pianist.

NEW THEME song for *Wings Over Jordan*, negro spiritual program heard on CBS Sunday mornings from WGAR, Cleveland, has been written by Thomas A. Dorsey, noted Negro composer, and dedicated to Worth Kramer, WGAR program director and chorus director for the program, Rev. Glenn Settle, program commentator, and Wayne Mack, announcer.



CABINET members and other ranking officials will discuss the Federal Government's participation in the New York World's Fair in a series of weekly programs to be heard exclusively on NBC, starting Feb. 5 and concluding one week prior to the opening of the Fair on April 30. The quarter-hour programs, to be broadcast each Sunday evening, will deal with various phases of the Government's participation in the social and economic life of the nation as represented by the twelve themes of the Fair exhibit, some of which will be Foreign Relations, Internal Protection, Transportation and Communication, and Trade.

LOCAL program, *Dawn Busters*, conducted each morning over WWL by Henry Dupre, placed fourth in a popularity poll among students of New Orleans' John McDonogh High School last month, being outranked only by *Charlie McCarthy*, *Jack Benny* and *Lux Radio Theatre*.

WAZL, Hazleton, Pa., has been informed by the Harrisburg office of AT&T that the station carries more than twice the amount of remote broadcasting than any other of the 14 stations served by the Harrisburg office. During the week Jan. 2-8 WAZL carried a total of 21 remote programs, all but one handled entirely by its own announcer and engineers. The 100-watter has 25 permanent remote loops into its control room.

WBT, Charlotte, has compiled an agricultural library which includes every farm bulletin ever published by the U. S. Department of Agriculture and the North and South Carolina departments of soil conservation.

THRILLS of the Highway Patrol, released weekly by KFRC, San Francisco, recently was commended by Attorney General Earl Warren as a vital link in the state's traffic safety campaign. The quarter-hour drama is presented over Don Lee network. The production is written by Rupert Pray and produced under the direction of Office Mel Kent of the Highway Patrol.

Advisory Council

SPECIALIZING in Italian programs, WOV and WBIL, Bulova-owned stations in New York, have appointed an Advisory Council of prominent public officials and citizens identified with the welfare of Italo-Americans to offer suggestions as to programs and service. Miss Hyla Kiczales, general manager, has announced the following acceptances of membership: Supreme Court Justice Salvatore Cotillo; Commissioner of Education Dr. Alberto Bonaschi; Almerindo Portfolio, treasurer, City of New York; Mary Frasca, member of City Parole Commission; Edward Corsi, Deputy Commissioner of Public Welfare; Lobar V. Bellanca, secretary, Local 42, Amalgamated Clothing Workers of America; Leonard Corvello, principal, Benj. Franklin High School. The group expects to hold regular dinner meetings to discuss station problems.

KSL, Salt Lake City, has taken out a blanket insurance contract to provide hospitalization and surgical fees for employes, at no cost to them, during 1939.

WRBL, Columbus, Ga., moved *Smoky Mountaineers*, hillbilly program, to the stage of the local Royal Theatre recently when crowds could not be accommodated in the studio. With the broadcast presented on an ordinarily poor-attendance night for the theatre, turnouts for the radio feature are rivalling those appearing for the vaudeville units show weekly at the theatre.

KFRO, Longview, Tex., celebrated its fourth anniversary recently by saluting all the local civic clubs, distributing to some 300 members small cakes with "KFRO" iced on top. In addition, James R. Curtis, president, sent a telegram to each club pledging continued cooperation from KFRO.

HOOD COLLEGE music department has arranged with WFMD, Frederick, Md., to record all its radio presentations to constructively criticize students' technique.

WJSV, Washington, recently presented Secretary of Labor Frances Perkins as the first of a new series of guest speakers arranged for its *Labor News Review*, which had its 233d consecutive broadcast Jan. 21 and is billed as the oldest continuous labor news program in the world.

REDWOOD Empire's first radio wedding was broadcast recently by KSRO, Santa Rosa, Calif., with the principals grouped before a microphone in Studio A. The bride and groom are Mr. and Mrs. George Knudsen of Santa Rosa. Gordon Brown, KSRO announcer, was best man; Mrs. Gordon Brown, matron of honor. June Johansen, KSRO vocalist, sang for the ceremony.

ELEVEN San Francisco Bay stations on Jan. 18 simultaneously broadcast a 30-minute "one month to go" program in honor of the Golden Gate International Exposition. The 10:30-11 p. m. broadcast originated in the NBC studios on Treasure Island in the Bay, site of the Exposition. Art Linkletter, of the Exposition radio staff, was master of ceremonies.

KWLK, Longview, Wash., has established studios at St. Helens, Ore., and is planning to install studio facilities in Cathlamet, Wash. In addition to its other studio in Kelson, KWLK also carried remote broadcasts from Castle Rock and Woodland, Wash., and Rainier, Ore.

DR. EDWARD HOWARD GRIGGS, lecturer and author, on Feb. 4 will start his second series of weekly sketches on *Lives of Great Men* on NBC-Red. The present series has proved so popular that the 13 broadcasts will be published in book form in the near future.

LOFT Inc., Long Island City, New York (candy), has changed its program on WOR, Newark, on Wednesdays from 8:30-9 p. m. from *Jenny of Sweetbriar Manor* to *A Tune and a Tale*, which presents the *Novelty Choir* vocalizing a different melody each week and then dramatizes the story behind the tune. White-Lowell, New York, handles the account.

MOLLY PICON, comedienne on the weekly program *I Give You My Life* on WMCA, New York, sponsored by General Foods Corp. for Maxwell House coffee, entertained a group of her sponsors on Jan. 20 at the Stork Club in New York, after which the party played hosts to 1,800 grocers and their wives.

THE Third Radio Conference of the Massachusetts State Federation of Women's Clubs held Jan. 16 at the Hotel Bradford in Boston, at which time radio personalities from local stations were presented as guest speakers from 10 a. m. until 4 p. m. The convention program carried a list of the six Yankee Network stations (WNAC, WSPR, WSAR, WLLH, WNBH, and WTAG) available for regular news broadcasts of the various clubs' activities.

POETRY reading by leading American poets is presented on a new Sunday evening program, *The Poetry Forum*, on WEVD, New York, as a feature of the station's *University of the Air*.

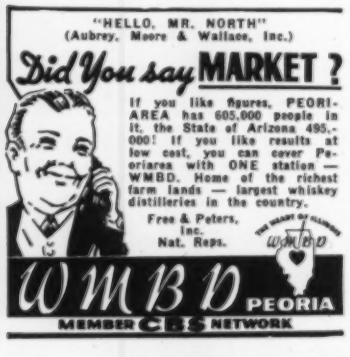
KFVD, Los Angeles, bowling team, captained by Frank Burke Jr., manager, and consisting of salesmen, announcers and technicians, on Jan. 17 defeated the team of KFAC, headed by Calvin J. Smith, manager, winning by three straight games.

WLW Training Offered To Two Farm Students

AN OPPORTUNITY for two senior students in agricultural colleges to secure six months of practical training at WLW, Cincinnati, has just been announced by James D. Shouse, vice president of the Crosley Corp. in charge of broadcasting. Students will be required to compete in working out problems concerning radio programs to test their initiative, originality and ability in radio work.

"The competition is open to agricultural students in all land-grant institutions who will receive their degrees in 1939," Mr. Shouse stated. "The two successful students will be given training in all phases of radio program work at WLW between July 1 and Dec. 31, 1938, the sum of $500 to be given to each man to care for expenses during the period." The project will be supervised by the WLW Agricultural Department, of which George C. Biggar is director.

One Campaign Three Ways
ITALIAN
JEWISH
POLISH
One Campaign three ways. First a slogan, now a fact. Advertisers know that "The Triumphant Trio Way"
--- ITALIAN, JEWISH, POLISH ---
is the only way to capture our important Foreign Language Market with its tremendous Buying Power!
WPEN
PHILA. 1000 WATTS
WM. PENN BROADCASTING CO.


"HELLO, MR. NORTH"
(Aubrey, Moore & Wallace, Inc.)
Did You say MARKET ?
If you like figures, PEORIA-AREA has 605,000 people in it, the State of Arizona 495,000! If you like results at low cost, you can cover Peoriarea with ONE station — WMBD. Home of the richest farm lands — largest whiskey distilleries in the country.
Free & Peters, Inc. Nat. Reps.
WMBD
PEORIA
MEMBER CBS NETWORK

Radio AND Education

DR. TRACY F. TYLER, former secretary and research director of the National Committee on Education by Radio, recently was appointed consultant to the radio committee of the Minnesota Education Assn. by Clifford P. Archer, MEA president. Dr. Tyler is in charge of radio education classes at the University of Minnesota, which operates WLB, Minneapolis.

UNIVERSITY of New Mexico, Albuquerque, plans to add to its radio activities a course in radio play production, to begin in February, using scripts submitted to the dramatic art department. Carless Jones is in charge of the project.

FRENCH lessons by ultra-shortwave relay are being carried by WTIC, Hartford, as part of its adult education program. Prof. A. Croteau broadcasts a 15-minute French lesson on W1XCS, shortwave station at Connecticut State College in Storrs, about 28 miles from Hartford. Using its new frequency-modulated receiver, WTIC picks up the broadcast on 100,000 kc. and rebroadcasts the lesson on the regular WTIC frequency.

ALL KENTUCKY high schools have been invited to participate in the second annual radio play contest sponsored by the University of Kentucky high school, Lexington. Dramatic groups of participating schools will come to Lexington at weekly intervals and broadcast a quarter-hour dramatization of their own choosing over a local radio station, coached by the university radio staff. Judges, of the university faculty, will hear the groups in their homes and will not see them. The contest series, starting in mid-February, will be heard Wednesdays, 5:45-6 p. m.

KSL, Salt Lake City, along with the Utah Congress of Parents & Teachers, Department of Public Instruction and the extension division of the University of Utah, has started a new radio series, *Today's Children—Tomorrow's Adults*, dramatizations of family life and relationships. The weekly program is designed to encourage study groups among parents, give information to these groups, and encourage further reading and study by parents.

CONVENTION of the American Assn. of School Administrators in Cleveland the week of Feb. 25 will be covered by MBS, through facilities of WHK-WCLE, Cleveland. Eight national programs with an educational slant to be heard during the seven-day meeting will cover addresses and panels by educational leaders. The programs are to be directed by Larry Roller, educational director of United Broadcasting Co. and Cleveland educational representative of MBS, assisted by Joseph Reis, educational director of WLW, Cincinnati. CBS also has arranged with WGAR, Cleveland, for six CBS features to originate from WGAR during the Conference.

VARIOUS aspects of education, including an entirely new phase of classroom instruction opened by the development of radio and motion pictures, are being discussed by well-known educational leaders during three of the Saturday *American Education Forum* broadcasts on NBC-Blue, Jan. 21, 28 and Feb. 4.

ELINORE M. HERRICK, regional director of the National Labor Relations Board, is conducting a new series of weekly talks on *The Consumer and Legislation* on WNYC, New York. The series, which is under the auspices of the Consumers League of New York, is planned to acquaint listeners with the workings of State and Federal labor and social welfare legislation and its effect on the consumer.

MARGARET LEWERTH, script-writer and author of the CBS series *Americans at Work*, and Kenneth Webb, president of the Radio Writers Guild of the Authors League, have been added to the staff of the New York University Radio Workshop for the spring term, effective Jan. 30, to conduct evening courses in beginning and advanced Writing for Radio. Other courses next term will include a Laboratory Course in Radio Production and Direction by Earle L. McGill, CBS casting director; *Radio Production* by Robert S. Emerson, CBS assistant in production.

TO ACQUAINT parents and taxpayers with activities of the Los Angeles school system, and to familiarize students with what is being done in schools other than their own, KHJ, Los Angeles, has inaugurated a weekly quarter-hour afternoon educational feature, *Discovering Our Schools*. Radio committees have been appointed in representative schools throughout Los Angeles county, with a different group participating each week. Free choice of subject matter is permitted, giving schools that have made exceptional strides in one field of endeavor an opportunity to feature their specialized achievements.

SOME 10,000 requests for free lesson sheets were received by WTIC, Hartford, from listeners to its first French pronunciation lesson under direction of Prof. Arsene Croteau of Connecticut State College.

RADIO committee of the United Parents Associations, of which Mrs. Nathaniel Singer is chairman, has issued a list of 15 radio programs which it feels after careful study are particularly suitable for children from six years old through high school age, and plans to publish revised lists as frequently as necessary. Earlier studies made by the Associations show that children spend 21 times as much time listening to the radio as they do reading, with a minimum listening time of two hours a day on the average.

A STAGE demonstration of a WLW *Nation's School of the Air* program from broadcast to classroom utilization was presented at Emery Auditorium in Cincinnati, Jan. 26. Teachers from Cincinnati and the vicinity attended. The stage was divided by a screen, on one side of which a "School of the Air" program was broadcast to pupils from the Garfield School assembled, as if in class, on the other side. The pupils could not see the broadcast. A teacher then conducted the usual post-broadcast discussion with the class on the stage.

AS A RESULT of studies made during 1936-1937, the Inquiry into the Character and Cost of Public Education in the State of New York, organized by the New York Board of Regents, is publishing a series of books, the latest being a report on *Motion Pictures and Radio* by Dr. Elizabeth Laine, a member of the research staff, published by McGraw-Hill Book Co. Although past surveys seem to indicate that the public prefers light music and variety programs, Dr. Laine points out that radio is so well adapted to the dissemination of all phases of education that an increase in enterpises now using educational broadcasts would elevate the standard of programs so that only those of the highest quality would be presented. Suggestions as to the advantages and disadvantages of a national or regional "school of the air" are also offered.

BENJAMIN R. POTTS, of N. W. Ayer & Son, New York, on Jan. 19 gave a short address on the study of technique in radio script writing to the radio script class of Teachers' College of Columbia University. Mr. Potts will also conduct the radio session on Feb. 4 of the round table forum held as a training course for a selected group of 25 men and women of the National Tuberculosis Association. During the session, Mr. Potts will talk on radio as a publicity medium.

WNYC, New York's municipally owned station, in February and March will conduct a weekly series of interviews with leading bankers each Wednesday evening.

TED SHERDEMAN, NBC Hollywood writer-director, and Anne Stone, well known radio actress, will be married Feb. 12.

SHREVEPORT
is in
THE HEART
of
THE WORLD'S GREATEST
OIL and GAS
PRODUCING AREA

KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
SHREVEPORT, LA.
Represented by THE BRANHAM CO.

IT SAYS I'LL BE RICHER STILL, B'GOSH!

If Si is right [and all signs point to it!] you can look for even better business, even bigger spending, in Fargo this year. And WDAY listeners already spend the grand total of $343,900,000 annually for retail purchases.

WDAY is the only station covering this rich section! Shall we tell you more about this important and productive station?

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Program Operations of CBS Reviewed

FCC Inquiry Also Goes Into Affiliation Contracts

WHEN the FCC's inquiry into network operations resumed Jan. 17, Hugh A. Cowhan, CBS traffic manager, continued the CBS testimony. Mr. Cowhan had taken the stand Jan. 13 [BROADCASTING, Jan. 15]. He outlined network programming and clearance of lines for program service.

Details of routing of traffic, split network operations, placement of commercials and sustainings and handling of transoceanic service were covered for the edification of the Network Inquiry Committee.

Attending the session, which opened the second week of the CBS presentation and the third month since the hearings began Nov. 14, were Commissioners McNinch, Brown, Sykes and Walker.

At the afternoon session, Ralph F. Colin, general counsel of CBS and Mr. Paley's personal counsel, testified in connection with CBS stock transactions involving Paramount acquisition of 50% interest in CBS and its subsequent disposition of that interest [see story on page 63].

Paley Traces Growth Of Network Outlets

Mr. Paley occupied the stand practically all day Jan. 18, testifying on a question-answer basis in connection with the network's program policies, desirability of its existing form of contract with affiliates, fiscal matters and general network policies.

When he assumed direction of CBS in September 1938, Mr. Paley said, the network had less than 20 outlets. At present it has a total of 117. CBS programs reach an estimated 96% of the nation's audience, based on surveys it has undertaken. He explained that this percentage did not distinguish between primary and secondary coverage but was based on what was construed as "acceptable listening".

CBS embarked on the policy of acquisition of stations in important cities because it had to be sure of outlets in certain territories, Mr. Paley declared. Very often, he said, it was found necessary to purchase stations to be assured of key point coverage and program origination.

Because there was only one organization operating two networks in existence at the time of CBS' creation, formation of the network actually resulted in the introduction of competition, he declared. Primary efforts were in the direction of improvement of programs, since NBC had a definite advantage in outlets, and it was the task of his organization to make its programs attractive from the listeners' point of view. Many prominent artists were developed by CBS, he said.

CBS introduced a different type of arrangement with affiliates on sustaining programs, he said, pointing out that whereas the existing networks charged on a single program basis, CBS used the vehicle of free commercial hours from the affiliate in lieu of sustaining program and line charges. He said this arrangement proved advantageous to the outlets, since it provided them with full sustaining service, including many special event programs, international broadcasts and other service which individual stations could not hope to procure without a network affiliation.

INTERMISSION found CBS President Paley (center) discussing the network's presentation with Edward Klauber (right), executive vice-president, and Paul A. Porter (left) CBS Washington staff attorney.

The controverted questions of guaranteed clearance of time for CBS programs and of exclusivity insofar as network affiliation is concerned then were developed by Mr. Paley. He stated emphatically he felt both provisions were extremely necessary not only in the interest of the network but of the affiliates and, in the final analysis, the public. The time provision, he said, requires stations to supply a stipulated number of hours (50 "converted" hours) at a predetermined rate. The so-called exclusivity clause is one under which the station agrees not to carry the programs of another network.

Present quality of programs could not have been attained without the networks, Mr. Paley insisted, declaring it is the equivalent of mass production. Single stations could not afford to pay talent and line costs for individual origination, he said. Outstanding talent is concentrated in a few centers and since artists cannot be at more than one place at one time, the network form of programming logically has developed. CBS, he said, is prepared at all times to carry on in national emergency and to originate special programs of great public interest.

Provisions of Contracts With Affiliated Stations

With those preliminaries covered, Mr. Paley launched a dissertation on the contractural provisions. A recent study of the 40 stations on the network, in greatest demand by national advertisers, disclosed that CBS uses an average of 35 commercial hours per week on them, representing 28% of the time of these stations, or about five hours a week.

Networks must be in a position to clear time because of the intensive competition with other media. To compete intelligently, the network must be in a position to offer definite coverage at a stipulated time, he said. Moreover, CBS spends large sums to promote the availability of its facilities.

"We cannot attempt to sell unless we are in a position to deliver," he said. "With the call on station time, we can compete rather successfully and talk intelligently about circulation and coverage. Without the call on station time, our position would be seriously jeopardized."

In other words, Mr. Paley declared, with no call on station time and no certainty of being able to deliver given coverage, clients would be driven to other media. The result inevitably would be reduced income and as a logical consequence deterioration in program service. Broadcasting costs like those of other media are computed on the basis of costs per thousand of circulation, he added. Advertisers would not be disposed to spend as much money for talent and programming for limited coverage as for nation-wide coverage, he pointed out. As a general rule, he said, the larger the network the more money spent for programming.

Exclusivity Clause Explained by Mr. Paley

The exclusivity clause, Mr. Paley explained, specifies that during the life of the affiliate's contract with CBS, it will not carry the programs of other networks. He described this provision as "essential to effective network operation". By the same token, CBS agrees not to provide its programs to another station in the same area covered by the affiliate.

Elaborating, Mr. Paley said that the network spends large sums in securing outstanding programs to make its service attractive both to listeners and to national advertisers. There would be no incentive for CBS to incur this expense if it could not obtain the benefit of its efforts in building up its reputation and listener interest. Thus, he said, if an affiliate carries CBS programs, both sustaining and commercial, and also broadcasts programs of competing networks, it would result in "wildcat operators" invading the field without sharing the costs of building listener goodwill.

Elimination of the exclusive clause would be ruinous, Mr. Paley said, since it inevitably would lower the standards of broadcasting. It would develop "a class of opportunists, with their offices in their hats" and with no policies or organization back of them, who would capitalize on such a situation.

Under the existing arrangements, CBS is in a position to build up exclusive outlets and assure them of national sales made by the network in their territories on an exclusive basis.

No Control of Program Policies of Affiliates

Emphasizing that CBS has no control over program policies of affiliated stations, Mr. Paley said that the guaranteed clearance of time provision, in his judgment, does not limit their freedom of program selection. He said that the guaranteed time obligation is "voluntarily assumed" and is "entirely reasonable".

When Chairman McNinch questioned him regarding his statement that there was "no compulsion", Mr. Paley pointed out that CBS insists upon stations agreeing to both the time clearance and exclusive contract provisions but that they have the option of rejecting the entire service and of negotiating with other networks.

An affiliate, if it has a reasonable objection to a commercial as against public interest, is in a position to reject the program, Mr. Paley asserted. Very frequently, he declared, affiliates will turn down CBS commercials to make way for local programs of importance. He said the affiliate does not reimburse CBS for the time but CBS rebates the advertiser.

Asserting that CBS realizes its own welfare depends on the service it renders, Mr. Paley said there has been no clash between the interests of the network and its affiliates. The network is a "selfish" business organization organized to make money and serve the public interest. When Chairman McNinch questioned him on the "profit motive", Mr. Paley asserted that the interests of the network are in harmony with the public when the programs satisfy the audience.

Discussing program policies, Mr. Paley said that in June 1935, CBS adopted definite program standards which among other things limit commercial credits to 10% of evening time and 15% of daytime with a 40-second closing announcement leeway in addition to this percentage for 15-minute programs.

Policies on children's programs were evolved after a complete study had been made of them, he said, and after some complaint had been heard by the network. It was determined there was too much of the element of hysteria and scare in certain programs and as a consequence definite rules were adopted against such programs which stir up alarm. CBS engaged on a consulting basis Dr. Arthur T. Jersild, eminent psychologist who reviews all such programs before they are accepted.

Corroborating previous testimony of M. R. Runyon, CBS vice-president, Mr. Paley said that CBS has a definite policy against selling time for "arguable social issues". The primary reason, he said, is that it would mean that the interests with the greatest resources

would be in a position to demand the largest portion of time. It also might mean that if time were sold, networks might find themselves in the position of a "common carrier" on talks and throw the entire program schedule out of balance.

"In other words," interposed CBS Counsel Burns, "the public might be talked away from the radio." Mr. Paley responded affirmatively.

Mr. Paley explained that CBS has adopted a definite policy relating to freedom of the air and partisanship. It is "militantly and honestly" non-partisan, he said, and will never have an editorial page or try to further either side of a debatable subject. These policies were enunciated, he said, in the 1937 annual report of the stockholders.

Policies Developed From Trial and Error

Religious programs similarly are noncommercial and are presented with the advice of a counsel representing all denominations, he declared.

The general philosophy of CBS is one of self-imposed and voluntarily assumed regulation, he said. Many of the policies have been adopted as a result of trial and error, he said, with others based on good taste.

"We feel we are advancing our own interests as well as those of the public," Mr. Paley declared, in following the course of voluntary regulation.

Under cross-examination by Commission Counsel Porter, Mr. Paley was questioned to some extent in connection with the Paramount acquisition of a 50% interest in CBS and its subsequent return of that interest to CBS stockholders. Mr. Paley asserted that he is in the active direction of the network and confers with officials continuously in connection with policy.

Questioned in connection with guaranteed time, Mr. Paley said that CBS requires of its affiliates the right of way on 50 converted hours per week, with a daytime hour computed as equivalent to an evening half hour.

Asked by Mr. Porter whether an inconsistency was not apparent in that CBS has the right to demand specific hours and at the same time permit stations to refuse to carry given commercial programs, Mr. Paley asserted he felt there was not, since affiliates almost never exercise the right to cancel a commercial program except when there is a program of local public interest involved.

The practice in connection with clearance of network commercials for locals has been in effect for many years, even though it may not have been "spelled out" in the contract itself. He said that the actual terms were written into CBS contracts within the past year.

When Mr. Porter asked if it was not the practice to place sustaining programs in unsalable or least desirable hours, Mr. Paley asserted that the reverse was true. Definite periods are allotted for educational, religious and other types of sustaining features which are in desirable program time but which have been withdrawn from sale, he said.

Mr. Paley said he was not conscious of any existing serious complaint in connection with commercial credits in programs. The effect of the limitations imposed in 1935, he said, has been to reduce quite substantially the amount of commercial continuity employed. Even before the definite restriction, he said, many accounts did not use the percentage now allowed and today there are many on the air which use substantially less than the 10% night limitation.

Discussing specific programs, Mr. Porter asked about the *Gang Busters* series on CBS sponsored by Colgage-Palmolive-Peet. Mr. Paley said this program, now scheduled at 8 p. m. (EST) is not considered a children's program but is designed for the adult audience. Mr. Porter explained the FCC had received complaints on this program and that it was described as a children's feature.

This opened questioning by Commissioner Walker who inquired whether CBS had ever made an investigation to ascertain whether children are in the habit of listening to adult programs. While no such investigation has been made, Mr. Paley asserted that unquestionably children do listen to features other than those designed for them but that he felt it was the responsibility of parents to direct children's activities.

"I don't think radio broadcasting should be restricted from performing its full activities because of children's behavior," he said.

News commentators came next and Mr. Paley explained that at present there are no commercials on CBS using news commentators. He said CBS would not accept a commercial using a news commentator, describing that type of broadcaster as one who not only gives the news but takes one side and becomes an advocate.

Boake Carter, he said, has been off CBS for about nine months, terminating his broadcasts with the expiration of his contract with the advertiser. Since then, he said, CBS has adopted the definite policy of not selling commercial time which involves discussion of controversial issues.

Asked about the *Ford Sunday Evening Hour* and the commentaries of W. J. Cameron, Mr. Paley said that since the negotiation of a new contract with Ford in September, Mr. Cameron has not used his time for "that purpose" at all. Mr. Cameron, he said, has a full understanding of the policies of CBS and is "perfectly willing to live up to them."

Television Experiment Related by Mr. Paley

The financial aspects of the CBS corporate structure were touched upon by Mr. Porter in his cross-examination of the network's chief executive. Aside from increases in the number of CBS shares from time to time to the present figure of 3,000,000, there has been no substantial change in the network's capital structure having any bearing on stock valuations. The stock has been split so that individual shares would not hold such a high value per unit, he said.

When Judge Burns interrupted Mr. Porter's cross-examination, FCC counsel objected and Acting Chairman Sykes smilingly asked that counsel refrain from further colloquies.

Existing treasury stock of CBS, totaling approximately 1,055,000 shares, is not earmarked for disposition or sale, Mr. Paley said, but is entirely subject to the discretion of the CBS board and its stockholders. Mr. Paley explained that he does not control CBS in stock ownership or control its board of directors. Asserting he owns less than 50% of the Class B stock, he said that for all practical purposes, the stock he holds in that category permits him to elect half of the directors of the board but that there had never been any question about such elections so there was no issue involved.

Mr. Porter brought out that the CBS president holds approximately 11½% of the network's Class A stock and that other members of his family hold about 4¾%, with the Paley family thus representing ownership of 15 to 16% of the Class A stock. In this case, Mr. Paley declared he did not have control of the voting power of the stock held by members of his family and reiterated there had never been a fight for election of either Class A or Class B directors.

CBS is at present engaged in experimentation in television and maintains laboratories as well as an experienced staff, Mr. Paley asserted. He said that by the middle of this year, installation of one of the largest television transmitters in existence will be completed in the Chrysler Building.

Television costs will be defrayed out of profits of CBS with no special financing under contemplation, he declared. Should it become necessary, with development of the visual art, to raise additional funds, he said the problem would then be met by the CBS board.

Concluding his cross-examination, Mr. Porter asked that Mr. Paley hold himself available for further examination if future CBS witnesses testify as to matters on which additional information is desired. Mr. Paley explained he was leaving for Nassau for a fortnight's vacation in an effort to break a heavy cold but would be available after that time.

Commissioner Walker, again taking up Mr. Paley's examination, asked if CBS could not originate

Paramount Acquisition of CBS Stock In 1929 and Later Disposal Are Shown

PARAMOUNT'S two-year excursion into the broadcasting business through acquisition of 50% of the stock of CBS, and its subsequent disposition of that stock to CBS with a net profit to itself of approximately $1,000,000, was unfolded to the FCC Network Inquiry Committee Jan. 17 by Ralph F. Colin, general counsel of CBS, personal attorney of William S. Paley, CBS president, and treasurer of the Park Corp., Mr. Paley's personal holding company.

Called as a special witness by George B. Porter, assistant general counsel of the FCC, Mr. Colin recounted in detail the entire transaction surrounding Paramount's entry into broadcasting in 1929, which he said was motivated by the motion picture company's desire to protect itself against television's imminent development and also to offset the then existing ownership affiliation of RKO with RCA and its subsidiary, NBC.

In the period intervening between 1929, when Paramount negotiated its arrangement to acquire 50% of CBS Class A stock, and 1932, when it disposed of that interest to CBS stockholders, both Paramount and Mr. Paley realized approximately $1,000,000 each due to the enhanced value of the CBS stock while Paramount shares, received by CBS stockholders in exchange, deteriorated sharply in market value.

Exchange Arrangement

At the time the transaction originally was made, Mr. Colin recounted, Paramount exchanged 59,000 shares of its stock at an arbitrary value of $85 per share for 50,000 shares of CBS Class A stock at a value of $82.21 per share. The price of Paramount was a few points above the then market value. The CBS stock was closely held and consequently had no market value, the price being agreed upon after consultation. Paramount, under the arrangement, agreed to pay the CBS stockholders from whom the stock was acquired, a guaranteed figure of $85 per share for its stock at the end of the two-year period, contingent upon CBS earning in the period 1929 to 1931 a net profit of $2,000,000. In 1932, though CBS had earned the requisite $2,000,000 net profit, Paramount stock had depreciated to a figure of approximately $10 per share. CBS stockholders obviously elected to collect the guaranteed figure of $85 per share from Paramount, because of the decline in its stock. Paramount, after negotiation, agreed to turn back to CBS the balance of the stock it had acquired in lieu of paying to the network stockholders approximately $4,000,000 which it would have been required to pay at the stipulated figure of $82.21 per share for the CBS stock.

Whereas the original arrangement amounted to exchange of 1 1/5 shares of Paramount for each share of CBS, the trade-back in 1932 was more on a share-to-share basis, Mr. Colin pointed out, involving approximately 49,000 shares of each stock. There were other factors to be taken into account, such as a 15% stock dividend declared by CBS which resulted in an increase in the number of shares held by Paramount, he explained.

Asked to define the status of two holding corporations set up by

(*Continued on Page 68*)

MEDITATION, as depicted at the FCC counsel table, with George B. Porter (left), assistant general counsel, making notes for cross-examination, as DeQuincy V. Sutton, FCC head accountant, fills him in on details.

programs without its ownership of stations. Responding affirmatively, Mr. Paley said that it nevertheless is desirable to own stations in order to bring the network closer to the scene of operation and also provide a greater degree of efficiency in maintaining service and standards.

Walker Asks About Exclusivity Feature

"Could there be a chain broadcasting service without owned stations?" inquired Commissioner Walker.

"Yes," Mr. Paley responded, "but it would be a very undesirable one, in my opinion."

Pursuing the exclusive contract feature, Commissioner Walker asked why there should be exclusive contracts particularly in the light of complaints about the lack of sufficient educational programs. Asked by the Commissioner whether NBC also had the exclusive feature, Mr. Paley said it was his understanding that in key cities NBC had an arrangement similar to his network's which prevented affiliation with other chain organizations.

Mr. Paley reiterated that if stations used other network programs, the ability to clear time for CBS programs might be impaired and the incentive to build program service would be depreciated since other networks would be in the position of "cashing in on our development".

Commissioner Walker insisted that in order to "get rid of criticism about educational programs" it might be desirable for "some agency or network to take over the service of educational programs" rather than continue exclusive contracts. Mr. Paley asserted he was conscious of CBS having been complimented on the amount of time it devotes to sustaining programs and that he suspected there always would be some criticism of broadcasting service. As for CBS, he said it would continue to improve its service to the best of its ability. Criticism is being treated as "intelligently as possible", he said.

"Where are those people going to get those programs on education about which they are complaining?" inquired Commissioner Walker.

Mr. Paley said that as far as CBS is concerned, the network provides a substantial number of educational features. The source of some of this complaint, he said, may grow out of the fact that some affiliated stations do not carry the features even though they are fed to them.

Mr. Porter again picked up the examination on establishment of network rates. Noting that the NBC Red and CBS basic network rates were approximately the same, he inquired whether there was any "agreement" between the two major networks on "fixation of rates".

Booming back "absolutely not", Mr. Paley said there are many competitive factors which must be taken into account which resulted in the desirability of covering the same key markets and as a consequence arrive at approximately the same overall rates. He insisted, however, there was "no collaboration" on such rates.

Mr. Paley explained that coverage and circulation factors are taken into account along with market in establishing station rate structures. He said he was not in a position to estimate the cost, to the network, of producing and delivering a 30-minute program since it would involve breaking down of general overhead and wire line costs. Line charges, he said, play an important part in the establishment of rates. In order to get advertisers to meet certain minimum requirements, a basic network was set up which would defray a substantial portion of this overhead.

Station Relations Discussed by Akerberg

Herbert V. Akerberg, CBS vice-president in charge of station relations, was called as the next witness. Mr. Akerberg was a radio amateur in 1913 and one of the pioneer technicians in the field, having been chief engineer and manager of stations in Columbus in broadcasting's earliest days.

In 1928, as a Bell Telephone Laboratory engineer, he designed and installed the studio equipment for CBS, afterward becoming assistant chief manager, then chief engineer and in 1931 was detached from engineering and placed in charge of network technical expansion. In 1933 he became manager of station relations and three years later became vice-president in charge of those operations.

In his present capacity Mr. Akerberg explained, he handles all new affiliations and renewal of affiliation contracts with the networks; general administration of relations with affiliates; and contracts with stations on clearance of time for new programs.

If a station desires to substitute an important local for a network program, Mr. Akerberg said, his department is contacted. Such instances occur rather frequently, he said, and are cleared through station relations. All complaints of affiliates and special requests are cleared through his department, he asserted.

Exhibits tracing development of CBS from its origin to date were identified and explained by Mr. Akerberg. These showed that in 1927 CBS had a total of 15 affiliates and that in 1938 this figure has grown to 115.

The contract history of CBS relations with affiliates was traced by Mr. Akerberg in resuming the stand Jan. 19. He described several forms of contract beginning with the network's inauguration of regular operation in March 1927, through the present.

Explains Changes Made in Contract Form

In 1936, Mr. Akerberg said, several important changes in the contract form were made. The "converted hour" provision was then adopted and the contract was entered for a period of one year with options to extend for four additional years. This contract remained standard until latter 1937 and early 1938, when the present form of agreement was devised. It codified all existing terms either written or oral which were in force as of that time.

Mr. Akerberg brought out that the first form of CBS contract provided for delivery of ten hours per week of sustaining programs, with this figure subsequently increased to 20 hours. There was no new contract stipulation regarding sustaining programs until the existing contract, though the amount of service steadily was increased.

CONTRACTS with affiliates were described to the FCC Network Inquiry Committee by Herbert V. Akerberg, CBS station relations vice-president in testimony delivered during Jan. 18 and 19.

Now, the contract guarantees 60 hours of mixed sustaining and sponsored programs, thus giving stations an idea of the minimum service they can expect. There are exceptions to this provision, he said, in the case of stations dividing time, those operating limited time or those which are so located geographically that this degree of service cannot be delivered. He said there were only two or three such instances, however.

At the outset, CBS guaranteed stations the absolute right to sell network sustaining programs locally. This provision was dropped, he said, because of many developments, including the introduction of local announcements by stations which had the tendency of destroying the artistic value of programs. CBS felt it should exercise control over local sponsorship of its sustaining programs and now a local station may not sell sustainings unless it gets consent in advance in writing.

He said CBS under no circumstances permits local sponsorship of sustaining programs for national advertisers, since it cannot be in the position of competing with itself.

Average Program Experience of Affiliates

Explaining the present agreement paragraph by paragraph, Mr. Akerberg stated that CBS, under one of the clauses, has first call on the affiliate's time for the 50 converted hours in any one week.

CBS records show that the maximum time CBS has ever used on an affiliate station totaled 32 or 33 hours during a week and that was in the case of a basic network outlet.

Based on the 1937 average experience, Mr. Akerberg said that 50 converted hours would amount to 79 clock hours. The maximum used during 1937 was 37½ converted hours, or about 55 clock hours. He said, replying to Judge Sykes, that 50 converted hours appears adequate for CBS demands since it has never used all of that time over affiliated stations.

The average operating time of CBS affiliates is 123 clock hours. Approximately 28% of this time, average, is made up of CBS programs. He pointed out that affiliates are only required to clear for network commercials and acceptance of sustaining programs is not mandatory.

Coming to the clause which recognizes the privilege of affiliates to cancel programs for local events of public interest, Mr. Akerberg again explained the provision was not written into earlier contracts but the practice has been in existence practically from the beginning. In the present contract, he said, this provision simply codified an existing and well established practice.

Last January, he said, 11 network commercials were supplanted by local sustainings under this provision for an aggregate of 240 minutes of time. In July, eight network commercials were so supplanted for a total time of 150 minutes. The station's judgment is the determining factor, he said, and there never has been any complaint on that score. He emphasized, however, that the station cannot substitute a local commercial for a network commercial except under extraordinary circumstances, such as baseball broadcasts.

Station Break Policy of Network Discussed

The question of station-break announcements was taken up as part of the standard CBS contract, with Mr. Akerberg pointing out that affiliates are prohibited from making such announcements during station breaks between a continuous network program as well as immediately following the program if the sponsor objects to the practice. In this connection, a CBS form letter of consent, covering local sale of spot announcements during station breaks under this limitation, was introduced.

Among affiliate contracts outstanding, Mr. Akerberg said, are three which expired in 1938; 14 in 1939; 12 in 1940; 14 in 1941; 29 in 1942; 26 in 1943; three in

Kilocycles or Meters

THE CBS practice of listing meter assignments, as well as kilocycles, on its weekly program sheet, may be discontinued as a result of an observation made by Acting Chairman Thad H. Brown, of the FCC Network Inquiry Committee. With Hugh A. Cowham, traffic manager, on the stand Jan. 17, describing the function of the weekly release, Commissioner Brown asked why the network still carried the meter assignments and whether they had any particular significance. Mr. Cowham said he did not know the reason but other CBS executives declared it was probably a "traditional thing" carried over from radio's earlier days when most sets were calibrated in meters rather than kilocycles. The meter is practically obsolete in technical radio these days.

1944; one in 1952. Of these, 38 are for fixed terms with options to extend; 36 for fixed terms with the privilege to terminate lying with CBS; 22 for fixed terms with no option to extend.

Cross-examined by Mr. Porter, Mr. Akerberg pointed out that under the contracts, 22 stations are permitted to use spot breaks according to contract provisions; ten others whose contracts say nothing about it may do as they wish. Sixty affiliates now have the new contracts while the rest are operating under previous agreements. He said there are only two exceptions to the exclusivity clause.

The matter of publicity to individual contracts was raised when Mr. Porter sought to show that the CBS standard contract form was not in general effect but that there were many exceptions to it noted among contracts submitted by affiliates to the FCC as part of the inquiry. Mr. Porter brought out that heretofore the inquiry committee has not placed in evidence any individual contracts or summations of them, and that he did not propose to do this in the case of CBS but he desired to cross-examine Mr. Akerberg in connection with conflicting provisions. Whether the actual provisions or summaries of them will be offered later, when the FCC puts in its own evidence, remains to be determined by the Committee.

In this connection, Mr. Porter brought out that the FCC has received a total of 106 CBS contracts filed by affiliates, of which 46 were dated on or after June 1, 1937, and the remaining 60 prior to that time. A summary of these contracts, prepared by the FCC on its "worksheet" on which Mr. Porter based his questions, he said, revealed that there were many dissimilar provisions.

Negotiation Required For Individual Problems

For example, he said some 38 of them have provisions different from the standard form in connection with sponsored service; 41 provide that a station may require CBS to give it 28 days' notice on time clearance; 39 carry a provision on substituting public events; another batch carry a provision for three weeks notice on program rejection while others contain provisions differing in varying degrees from the standard form. Mr. Porter inquired whether this meant that the standard form was simply used as a basis of negotiation and inquired as to the reason for the differences.

BLUE-PENCILLING of commercials, and the extremes to which CBS goes in insuring crisp and fresh and otherwise up-to-the-minute continuities was the topic covered by Gilson Gray, the network's commercial editor, in detailed testimony before the FCC.

Mr. Akerberg said the new standard form of contract has been made available to all affiliates and reflects exactly the same conditions for each station. CBS, he said, is seeking to standardize its contracts but there are many points which require arbitration and negotiation in individual cases and the process is a continuing one. Asserting he hoped to get all of the affiliates on the same contract, he said it nevertheless was necessary to meet individual problems.

The development of guaranteed time, has been a gradual process over the years, Mr. Akerberg said. He pointed out while the network seeks to have its affiliates carry CBS commercials exclusively, its statistics show that only 28% of the time on these stations on an average is network commercial.

Reverting to provisions of the contract, Mr. Porter said that 55 of the agreements which the FCC has on hand carry the clause that stations may not transfer their licenses without provision for continued CBS service by the purchaser. Another 37 contracts had a similar provision which, however, was slightly different in language. Thus, he said, of the 106 contracts, 92 contained the provision for continued CBS service under new ownership while the remaining 14 "are silent on the subject."

Mr. Akerberg explained that the five-year contract is desirable from CBS' standpoint because it guarantees continued service and eliminates a lot of negotiating and renewing which would be essential under a one-year contract. He declared only one contract to his knowledge was for ten years and that involved WAPI, Birmingham. KOIN, Portland, he said, has recently renewed its contract for five years. Short-term contracts would make the network vulnerable from a competitive standpoint, he declared, while a five-year contract permits both network and station "to take off our coats and get to work".

Some five stations on CBS, Mr. Akerberg stated, are billed directly by AT&T for line costs. This is done in cases of stations in remote areas and because of special consideration, he said.

Network Limitation On Commercial Copy

Gilson B. Gray, commercial editor of CBS since 1935 and in direct charge of commercial scripts, was the only witness Jan. 20 at a session which was recessed at noon until Tuesday, Jan. 24.

Aided by several exhibits, Mr. Gray outlined the procedure followed by his department in scanning commercial continuities and in actually timing by stop-watch to keep commercial messages within the 10% evening and 15% daytime limitations. The reason for the 40 seconds additional time allowed in 15-minute programs both day and night, he explained, was in recognition of the fact that it takes as long for a station identification closing announcement for short as for long programs.

All scripts, Mr. Gray explained, are rehearsed for timing and if the commercial announcements run over the time limitation, someone in authority with the agency or account is called upon to cut the copy.

Referring to a weekly summary of commercial timing covering the 13 weeks from Oct. 4, 1937 to Jan. 2, 1938, Mr. Gray brought out that the percentages, in total, were far below the allowable percentage on both day and night programs. For example, he said, the permissible limit for a daytime 15-minute program is 2 minutes 55 seconds but the average for the week of Oct. 4-10 was 2 minutes 15 seconds. For the 13-week period, 110 daytime programs were broadcast with an average of 14 minutes and 32 seconds of commercial continuity. Of these only five programs exceeded the limit—and by an average of only 48 seconds. The average time per program, irrespective of length, devoted to commercial credits was 2 minutes and 15 seconds, as against an allowable commercial credit time of 2 minutes and 55 seconds.

Mr. Gray explained there are occasional deviations between the rehearsal and the actual presentation of such announcements, which he

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Radio's greatest serial, available for national sponsor!
The sensational, madly scheming Dr. Fu Manchu—in a thrilling serial, crammed with drama, romance, intrigue and destined for radio history during 1939. A fifteen minute program dramatized three times weekly. Wire for full details!
BASIC STATION OF COLUMBIA BROADCASTING SYSTEM
National Representatives
PAUL H. RAYMER COMPANY

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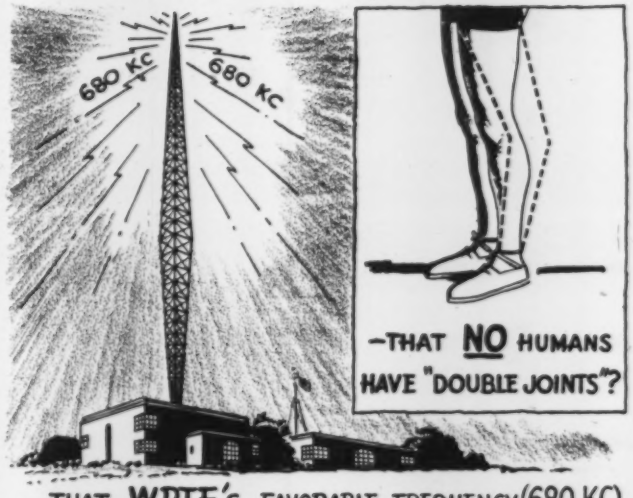


—THAT NO HUMANS HAVE "DOUBLE JOINTS"?
—THAT WPTF'S FAVORABLE FREQUENCY (680 KC) IS RESPONSIBLE FOR COVERAGE ENJOYED BY FEW OTHER STATIONS OF EQUAL POWER? (WHICH ACCOUNTS FOR OUR UNUSUAL RESULTS.)
WPTF RALEIGH, N.C.
5,000 WATTS—CLEAR CHANNEL
FREE & PETERS, INC., NAT'L REPRESENTATIVES

described as unavoidable. In spite of this, the total time used is far below the authorized time, he said.

The average commercial credit time for all evening programs, Mr. Gray asserted, is 2 minutes, whereas the allowable time is 2 minutes and 10 seconds. In another analysis, covering the experience over the past year, Mr. Gray brought out that in a one-hour program the actual average of commercials has been 5 minutes and 18 seconds as against a maximum limit of 9 minutes during the day.

Evening Programs Also Beneath Allowance

During the evening, the actual average has been 3 minutes and 12 seconds as against a maximum limit of 6 minutes. In half-hour programs, the actual average has been 2 minutes and 20 seconds as against the maximum limit of 4 minutes and 30 seconds daytime and an actual average of 2 minutes and 23 seconds evening, against a maximum limit of three minutes. In quarter-hour programs, the actual average has been 2 minutes and 19 seconds as against the maximum of 2 minutes and 55 seconds daytime, and during the evening the actual average has been 1 minute and 31 seconds as against the maximum limit of 2 minutes and 10 seconds.

Pursuing this line of testimony, Mr. Gray stated in effect:

All daytime programs, regardless of length, averaged 2 minutes 21 seconds of commercial continuity per program—considerably less than the limit for quarter-hour programs.

Similarly, evening programs, regardless of length, averaged less than the evening quarter-hour limit—the average for all evening programs being just under 2 minutes.

But most interesting of all, remembering that the allowance of the quarter-hour program in the evening is 2 minutes and 10 seconds of commercial time, the average for all sponsored programs broadcast during this entire period, day *and* evening, regardless of length, was within 1/5 of a second of that figure.

It is also interesting to see just how an average day's broadcasting during this period was affected. During this average day the Columbia network broadcast 16 hours of program material, yet of this total of 16 hours, less than 6 representing some 16 or 17 broadcast periods, were actually sponsored and used to promote the sale of goods or services. During these 6 hours, and consequently during the entire average day, there was available for the listener to hear only 35 minutes and 48 seconds of commercial announcements—a little over 2 minutes per sponsored program, although one or two of them may have exceeded the limit for as much as a total of 33 seconds. And these sales messages, compressed into fewer seconds were in themselves more adroit, more entertaining than ever before.

Generally speaking, Mr. Gray said, advertising agencies have cooperated well with CBS. With advertising messages compressed into fewer seconds, more interesting and more adroitly handled programs are produced. Moreover, he said the news value of advertising messages has been improved considerably.

Describing the CBS pamphlet setting forth policies governing advertising generally including children's programs, issued May 15, 1935. Mr. Gray placed particular emphasis upon children's programs. All of the policies enunciated in the pamphlet, he said, have been carried out. In the case of exclusion of laxatives and certain other types of proprietaries, he said these did not become immediately effective in all cases and that accounts were permitted to continue their programs until the expiration of contracts if they elected to do so, but subject to very rigid limitations.

POLICIES covering commercial or sustaining, juvenile or adult, were discussed fully by W. B. Lewis, CBS vice-president and director of broadcasts, before the FCC Network Inquiry Committee, in one of his very infrequent public appearances.

Revenue Lost From Child Program Policy

Wide publicity was given the new policies, he said, with many beneficial effects. He declared they were of particular value to advertising agencies in dealing with clients and in pointing out in advance where certain program claims could not be accepted.

When the policies became effective there were five or six commercial children's programs on CBS, Mr. Gray asserted, but these were promptly eliminated. The result was that from May 1937 to May 1938, no sponsored children's programs whatever were carried on the network though there are two being carried now. In addition, a number of sustaining juvenile features are carried, he said.

Asked by CBS Counsel Burns as to the amount of business lost by the network in connection with the new policies governing children's programs, based on actual revenues on all programs which later were accepted by other networks, Mr. Gray said he had made a specific study and that the figure was in excess of $1,250,000. This did not include estimated loss of revenue of every character growing out of other policy restrictions on programs, which he later estimated at $9,000,000. He explained, however, that many of the periods which otherwise would have been sold for such programs were disposed of to other accounts so that this figure did not actually represent an out-of-pocket loss but was simply based on actual program revenues.

Hard liquor advertising is definitely prohibited on CBS, Mr. Gray said, but the policy with reference to beer is still "under consideration". He was quick to point out, however, that the network does not now have any beer or light wine accounts.

Elaborating on program types and claims that are prohibited, Mr. Gray said that in addition to specific products, psychiatry and psychology programs are not permitted no matter how they are conducted because it is felt these involve individual cases and it is felt that they are not properly the subject of mass information.

Moreover, the network does not accept program material which "improperly exploits human misery," he said. He added there had never been a complaint received by the network pertaining to the new policies.

Among other taboos are character reading on programs which play upon superstition; memorial parks, funeral parlors, stock promotions or personal services involving professions, the ethics of which frown on such advertising.

Gangbusters Program Brought Up Again

Asked to estimate the approximate loss to CBS from applying its program standards taking into account business lost or rejected due to them but not including accounts which had not been offered, Mr. Gray then mentioned the figure of "in excess of $9,000,000". He gave the added explanation that this was not actual revenue lost since the time may later have been sold to other advertisers. He said he regarded it as a very conservative figure, however.

Under cross-examination, Mr. Porter again raised the question of the *Gangbuster* program, sponsored over CBS by Colgate-Palmolive-Peet. The program is broadcast at 8 o'clock (EST) and repeated at midnight for the West.

Corroborating the previous testimony of Mr. Paley, Mr. Gray said this program was not regarded as a juvenile feature and therefore was not checked from the psychology standpoint by Dr. Jersild. Mr. Porter pointed out that the Commission had received a "very substantial number of complaints from parents and educators," about the program particularly because of its effect upon children (the number is understood to have been about 50).

Whereas the program is designed to depict crime and crime stories with a view toward suppressing crime and always conclude with the apprehension of the criminal, Mr. Porter said the tenor of the letters received was to the effect that the program "encourages crime, rather than suppresses it, particularly as to children."

The policy of CBS is not to build all of its programs on the basis of juvenile reaction, he declared, again pointing out that it is broadcast at an hour which is considered best for adult rather than juvenile listening.

Commissioner Walker, who several times before had participated in the discussion of children's programs, asked whether Mr. Gray had ever made a survey to ascertain the degree of children's listening to so-called adult programs. Asserting that Dr. Jersild is making a continuous study, Mr. Gray said it has been ascertained very definitely that children prefer children's features. Commissioner Walker said he "wondered" why all programs to which children listen, such as *Gangbusters*, were not checked by child psychologists.

Normal Adventure Craving of Children

Mr. Gray observed that in his opinion children have every right to their "normal cravings for vicarious adventures" in radio programs.

Under redirect examination, Mr. Gray asserted that Colgate-Palmolive-Peet advertises shaving cream and other adult products in its *Gangbusters* feature, thus conclusively indicating that the appeal was not to children. Moreover, he said that in about three years he knew of only some 20 letters of complaint while the sponsor had received a large quantity of laudatory communications.

If programs generally were designed for children, it would mean a material reduction in the effectiveness of broadcasting service, he said. He felt the responsibility rested on parents to oversee the listening habits of their children.

Mr. Walker interpolated that he did not want to leave the impression that he felt all programs should be designed for children but simply that certain features, such as *Gangbusters*, should be checked in that light.

Questioning Mr. Gray on his statements regarding estimated losses because of the new program policies, Mr. Porter asked if these represented actual "out-of-pocket" cash losses. The witness replied negatively, asserting he felt that on the long haul the policies have worked to the benefit of CBS. In the cases of children's programs, he said, there has been something in the nature of an out-of-pocket loss. Concluding, he declared that the more "blood and thunder", the more successful a program would be from the child's standpoint, even if it gains the ill will of parents.

W. B. Lewis Describes Program Operations

Program operations of CBS in all their varied phases were outlined Jan. 24 by W. B. Lewis, network vice-president in charge of broadcasts. The constant goal of the network, he said, is to give the people what they want and something even better with the object of improving the listening level.

Maintenance of a balance in programming to avert repetition of similar types of features on the daily schedule is attained largely by use of sustaining programs as the varying feature, he said. Sponsors also are anxious to effect diversification since it is regarded as good radio.

In all, there are 340 employes in the program department of CBS, divided into a dozen different groups. A program board, composed of executive heads as well as the program department chiefs, passes on all policies. In addition to the program department heads, this board includes the executives of the sales and publicity departments and the Columbia Artist Service, he declared.

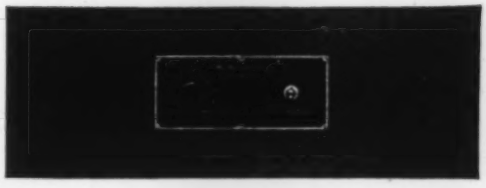
Mr. Lewis outlined the functions of the various departments and how they are coordinated. Particular emphasis was placed upon new program development.

In 1937 the estimated loss of rev-

(*Continued on page 78*)

When these two get together,

You've got something!



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RADIO TELEPHONE BROADCASTING EQUIPMENT

Canada Prohibits Private Facsimile

Dominion's Television Policy Described as Similar

By JAMES MONTAGNES

THERE will be no privately-owned facsimile broadcasters in Canada, according to a ruling decided on by the Canadian Broadcasting Corp. in its annual report, just released for the period April 1, 1937 to March 31, 1938. States the report: "With respect to facsimile, the policy was announced of recommending the denial of all applications from private interests. It was felt that no further part of the public domain in this regard should be alienated without compelling reasons."

Somewhat similar policy was laid down by the CBC for television and shortwave broadcasting. "With respect to television, the policy was laid down of considering only applications from parties financially capable of conducting research and for experimental purposes only. With respect to shortwave, the Corporation laid down the policy of recommending no new licenses pending clarification, after consultation with the Government, of its own plans for a short wave system. Every precaution will be taken to safeguard Canada's right to short wave channels."

The CBC recently turned down an application of CKAC, Montreal, for a television license, the station being ready to spend $85,000 on equipment [BROADCASTING, Dec. 1, 1938].

Private Stations

"Relations with private stations continued satisfactory," this second CBC report states, "the Corporation attempting to secure the views of private owners on all matters affecting them. For example, the regulations (effective Nov. 1, 1937) were not finally promulgated until a full and frank discussion had taken place. Generally speaking, the enunciation of the Corporation's long-term technical and program plans has resulted in a welcome clarification of the position of local private stations in relation to the national system."

Financially, L. W. Brockington, CBC chairman, under whose signature the report is issued, states the CBC operates on a self-sustaining basis from the proceeds of listeners' license fees ($2.50 annually) and a limited total of commercial revenue. The two sources for the year amounted to $2,252,732. There is no break-down in the report, but license revenue is understood to be about $2,000,000, and the balance of the revenue includes payments for commercial programs on CBC stations, CBC networks and line charges to network sponsors. The CBC just began its commercial network towards the end of the year, so that the next report will show a considerable increase in commercial revenue.

Expenditures amounted to $2,165,110, leaving an operating surplus for the first full year of operations of $88,000. Expenditures were divided 50% for programs, 22% for wire lines, 13% for station operation, 2% for lease of time on private stations, and nearly 7% for administration.

WHEN the *Texas Rangers* of KMBC, Kansas City, were granted honorary commissions as real Texas Rangers by Gov. James V. Allred on Jan. 14, Mayor Bryce B. Smith of Kansas City (at mike) accepted for KMBC and the musical group during a CBS broadcast, while Arthur B. Church (right), president of KMBC, handed each Ranger his certificate.

CBS-Paramount Stock Deals

(*Continued from page 63*)

Mr. Paley—Parcol Corp. and Park Corp.—Mr. Colin said they were established simply as a means of handling the Paramount-CBS stock transactions so that payment of taxes on the transactions would be postponed until the actual profits had been realized. This was done in full compliance with the terms of the revenue laws as they then existed, he said. It was also brought out that when a profit actually was realized, the tax was paid in full.

Both Parcol and Park were created in March, 1932, Mr. Colin said. Mr. Paley transferred all of his Paramount holdings to Parcol, and then formed the Park Corp. as the recipient of CBS stock purchased by Parcol in exchange for the Paramount stock. Parcol held about 23,000 shares of Paramount and received some 21,000 shares of CBS in exchange. Thus the CBS stock was received by Parcol and promptly transferred to Park which in turn transferred it to Mr. Paley, he explained.

In tracing the stock transactions on the basis of exhibits offered by CBS, Mr. Porter brought out that from March 1932 to November 1934, Mr. Paley had sold part of his holdings through the Park Corp. which netted him $1,201,285.57 in cash. By virtue of a five for one split on CBS stock in 1934, Mr. Paley's holdings in the Park Corp. were multiplied from 10,577 to 52,885 shares. After the sale of stock by Park Corp. in the amount of the $1,200,000 figure, this corporation still held 40,660 shares of Class A stock. In December 1934, when a 15% stock dividend was declared, these holdings increased to 60,909 shares of Class A. Mr. Colin said these figures, taken from the stock records, were substantially correct.

Payment of Taxes

The Park Corp. distributed to Mr. Paley during 1934 and 1935 some 17,000 shares of Class A stock, reducing the Park Corp.'s holdings to 43,990 shares. On June 10, 1937, another two for one split was authorized, resulting in an increase in these holdings to 87,980 shares.

Summarizing, Mr. Porter asked if this did not mean that the Park Corp. started out with approximately 21,000 shares in 1932, realized $1,201,000 in sale of stock for which Mr. Paley received cash, and then wound up with 87,980 of the shares. Mr. Colin responded affirmatively.

The Parcol Corp. does not now exist, Mr. Colin explained, but the Park Corp. still holds a large part of the original fund of $1,200,000 received from the stock sales. When Commissioner Walker asked whether the corporations were set up for the purpose of "avoiding payment of taxes", Mr. Colin reiterated that the purpose was simply that of postponing payment of taxes until the profits were realized, at which time the taxes were paid.

Retracing the Paramount transaction under examination by CBS Counsel John J. Burns, Mr. Colin asserted that the operation was a two-phase project—the first the purchase of 50% of CBS Class A stock by Paramount in 1929 and the second, the repurchase from Paramount by CBS of this stock in 1932. The latter transaction simply was the sale of stock to CBS in lieu of the payment of cash for the stock, and recognized tax procedure of that time was followed.

Explains Stock Transfer

Pointing out that Paramount had used the same stock method at about the same time in acquiring several motion picture chains, as a means of avoiding direct payment of cash, Mr. Colin said that shortly after CBS had repurchased the Paramount stock, or in January 1933, Paramount went into receivership and was reorganized.

Summarizing the transaction again at the request of CBS Counsel Burns, Mr. Colin explained that originally 59,000 shares of Paramount stock were traded for 50,000 shares of CBS Class A stock. This was predicated on CBS earning a net of $2,000,000 in the period 1929 to 1931. Paramount stock was exchanged at a guaranteed value to CBS stockholders of $85 per share. CBS earned the $2,000,000 during the period but meanwhile Paramount stock had dropped to approximately $10 per share. In March of 1932, CBS stockholders had retained approximately 49,000 shares of the 59,000 shares of Paramount originally procured. With the drop in Paramount stock value, CBS stockholders naturally elected to collect the $85 per share. Paramount then owned the original 50,000 shares of CBS stock plus 14,000 additional shares, by virtue of the 15% stock dividend and an additional issue of CBS stock.

Paramount, Mr. Colin continued, originally could have paid approximately $4,000,000 to CBS and ended the transaction. In order to avoid the payment of cash, it entered the stock arrangement. Subsequently it sold 14,000-odd shares of CBS stock to CBS for its treasury, realizing something over $1,000,000. At about the same time it arranged to exchange the balance of its holdings—approximately 49,000 shares—for the Paramount stock held by CBS. Its only cash payment to CBS during the sale was approximately $250,000. The exchange of the 49,000 shares was consummated on March 7, 1932. As part of this transaction, Mr. Paley used the "conduit" of the Parcol Corp. to handle the transaction.

Questioned further by Mr. Porter, Mr. Colin said that substantial profits were made both for CBS and Paramount amounting to more than a million dollars in each instance over the period of the transaction.

Mr. Colin said he knew of no family or business relationship existing between Adolph Zukor, executive of Paramount and Mr. Paley or members of his family who also are CBS stockholders. Whether any business relationship exists between other members of the CBS board and officials of Paramount, he said he did not know but, based on his long association with the CBS directors, he felt fairly certain none did exist.

No Paley Control

William S. Paley, he said, holds approximately 45% of the CBS Class B stock. He has never been in legal control of CBS at any time by virtue of ownership of 51% of its stock but through associates has a "working control".

Asked to identify Jacob Paley, an important CBS stockholder, Mr. Colin said he is William Paley's uncle and Samuel Paley is William Paley's father. Leon Levy, president of WCAU and a substantial stockholder in CBS, is William Paley's brother-in-law. Isaac D. Levy, also an important CBS stockholder, is Leon Levy's brother and related to the Paley family only to the extent of his brother's relationship to William S. Paley.

Questioned by Mr. Porter regarding election of members of the CBS board, insofar as the "family" ownership is concerned, Mr. Colin said as far as he was aware there has never been a contest. Those nominated by a duly appointed nominating committee have always been elected, he said.

Interrogated regarding CBS shares now held as treasury stock by the corporation, Mr. Colin declared that except for a small block set aside under an optional purchase plan for a group of CBS executives, these shares were not subject to any other commitment. CBS Treasurer Frank K. White had testified in connection with this optional arrangement Jan. 11. BROADCASTING, in its Jan. 15 issue, reported that Edward Klauber, CBS executive vice-president, had a right to purchase 64,980 shares of stock under this optional arrangement. The figure should have been 4,980 shares, as shown in a CBS statement which was made a part of the hearing record.

in the CONTROL ROOM

LEO SHEPARD, KNX, Hollywood, transmitter supervisor, has been placed in charge of experimental work on the new CBS shortwave station, W6XDA, being installed in that city. Harold Peery, engineer, has been transferred from the CBS Hollywood studios to Torrance, Cal., succeeding Shepard as supervisor. New ultra-high frequency transmitter is scheduled to be in operation by Feb. 15.

WILLARD DEAN, engineer and control operator of WPTF, Raleigh, has been transferred to remote and special events duty, replacing John Boykin, now control room engineer.

OSCAR BERG, maintenance supervisor at NBC, San Francisco, is recovering from an appendectomy.

GEORGE NIXON of NBC New York development and research department, is in Hollywood conducting acoustical tests in the network's new studios.

HARRY R. LUBCKE, television director of Don Lee Broadcasting System, Los Angeles, was recently guest speaker at the luncheon meeting of the University of Southern California radio department.

R. F. SCHUETZ, NBC New York technical engineer, is in Hollywood making a final check on equipment in the new NBC studios.

VLADIMIR K. ZWORYKIN, Chief television scientist of RCA at Camden, on Jan. 17 was issued Patent No. 2,144,239, covering an electron multiplier device, which he has assigned to RCA.

RALPH L. JENNER, of Lapp Insulator Co., LeRoy, N. Y., on Jan. 17 was issued Patent No. 2,144,537 by the U. S. Patent Office. It covers an insulator construction and he has assigned his invention to the Lapp company.

JAMES R. DONOVAN, chief engineer of WDOD, Chattanooga, and Roy Owens, operator, have joined WTOC, Savannah, Ga.

LEWIS HEWITT, formerly chief engineer of KFWB, Hollywood, supervised installation of all radio equipment in the Radio Building at the Golden Gate International Exposition, San Francisco, which opens Feb. 18.

CHARLES BRENNAN, transmitter engineer of WISN, Milwaukee, is the father of a girl born recently.

C. D. DENGATE and Gerald M. Mahoney, both formerly of RCA, have joined the engineering staff of WIP, Philadelphia, expanded as the station started its 24-hour operating schedule.

ARTHUR FULTON, sound effects engineer of Aerogram Corp., Hollywood transcription concern, is the father of twin boys, born Jan. 23. Mrs. Fulton is the former Grace Rauch, who was associated with Radioaids, Hollywood production firm.

NORMAN LEONARD, technician on the nightly NBC-Pacific Red network program, *Richfield Reporter*, sponsored by Richfield Oil Co., from Hollywood, has joined the technical staff of KRKD, Los Angeles.

Engineering Firm Moves

JANSKY & BAILEY, consulting radio engineering firm in Washington, has taken occupancy of the former quarters of the NAB in the National Press Bldg. The NAB on Jan. 1 moved to new offices at 1626 K St., N. W.

WILLIAM ABBETT LEWIS Jr., Westinghouse engineer, has been appointed director of the School of Electrical Engineering of Cornell University, effective Feb. 1.

WEDDING music came over the radio from WOMI, Owensboro, Ky., as Earl Jagoe, its chief engineer, was married last month to pretty Elizabeth Walker Tapscott of the studio staff, whom he met at the station last spring. Here they are in the bride's home just after the ceremony, all the music for which was received on the home radio from the station. Their attendants were LeRoy Woodward, staff announcer, and Virginia Lee, WOMI receptionists.

WGY Stays on the Air Though Hit by Lightning

THE 625-foot vertical antenna of WGY, Schenectady, which survived last summer's lightning storms without damage, received a direct hit from the single lightning flash which heralded the Eastern blizzard of Jan. 22. Emergency equipment brought promptly into service enabled the station to operate continuously without loss of time, though there were several minutes when the power in the antenna was noticeably reduced.

Robert Millham of the transmitting engineering crew was on duty when there was a crash in the transmitter building and on the transmission line directly back of the transmitter. Millham immediately pushed the button which puts the emergency transmitter into service and then investigated the cause of the crash. He discovered that the meter which records the current passing on the transmitter line was in flames. Oddly enough, this flame acted as a conductor and permitted passage of current during the 11 seconds required for the emergency transmitter to come into service.

The auxiliary transmitter was on the air from 11:40 to 11:47 a. m.

LOCAL SPONSORS!
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SMILIN' ED McCONNELL
NEW SERIES
HYMN TIME
Now 78 Transcribed Programs Supplied by
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YOUR SALES MESSAGE

WHEN you run a radio station, your main job is to sell the idea that people absorb a sales message more quickly when they HEAR it rather than SEE it.

Now you can adopt the same idea for your own station time and programs. Record your sales message on a Presto record.

Let your prospect hear the program you want him to buy.

As the commercial—work in your own sales story personally directed to the man you want to sell.

He will always listen to a recorded message because it gives him the whole story in a few minutes . . . save him the trouble of wading through a mass of printed matter to get him the facts he wants.

Try this idea. It has already produced results for dozens of smart sales managers. No elaborate equipment is needed to make these recordings.

The new Presto Model K recorder
priced at $189, makes excellent recordings of both voice and music. Write today for illustrated catalog describing this and other Presto recorders selling complete at $149 to $3000.

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242 W. 55th St. New York N. Y.

World's largest manufacturers of instantaneous sound recording equipment and discs.

Proposed FCC Rules Well Received

Horizontal Boosts and One-Year Licenses Advocated

(*Continued from page 17*)

tant place in the committee's recommendations, since it was perhaps the most controverted phase of the hearings. The committee said the evidence showed conclusively from the technical standpoint that the use of power in excess of 50,000 watts "has a distinct advantage because it provides better quality service to the vast population residing in rural areas and in towns which neither have broadcasting stations of their own nor are located within the primary service service area of any station." It added the evidence also indicates there are "possible disadvantages of an economic and social character in removing the power limitation."

Because superpower has been a seething issue not only within the industry but politically, it was felt the committee would move carefully. The fact that it did not entirely close the door to future use of the power, but made a plea for greater information, leaves the issue one to be contended with in the future.

The whole superpower issue surrounds WLW's operation with 450,000 watts experimental power in addition to its present regular power of 50,000 watts. This same committee unanimously recommended to the FCC late last year that WLW be denied renewal of its superpower experimental authorization and has already heard oral arguments on it. Commissioner Walker, it is understood, was assigned the task of drafting the proposed opinion but there is no indication as to when the Commission proposes to act finally.

The committee in its recommendations on the change in rule had in mind that it had before it not the single case of one superpower station but of a number of them, since a dozen applications presently are pending but sidetracked seeking the same authorization. It pointed out the testimony indicated that if there were established a few 500,000-watt stations in the principal market centers, these stations would serve the vast majority of the purchasing public in the entire nation.

"Consequently," it said, "there would be created an advertising medium which would be more attractive to national distributors of marketable goods. If the cost of such facilities were considerably less than the existing cost inherent in the present method of program distribution, there is no doubt that there would be an economic effect upon the present broadcast structure. While it is true that there would be a greater stimulation of competition, particularly in areas of prosperity, the evidence is not conclusive that such competition would not be so destructive in the long run, taking into consideration economic depression, as to results in the 'squeezing out' of business of stations which are now available to various smaller communities as a means of local self-expression in community affairs, as well as a medium of advertising for local distributors in competition with national distributors."

More Evidence Needed

Declaring that evidence to date is "far too meager to warrant advocating superpower as the only means of improving service to the rural listeners of the nation", the committee said data of an economic character are likewise inadequate to warrant the drawing of ultimate conclusions either for or against superpower. Yet another consideration, it said, was the possible social effect of permitting a relatively few persons in the United States to control the operation of such stations.

Concluding, the committee said that it recommended no change in the rule limiting power to 50,000 watts at this time but in lieu thereof urged that the Commission proceed "on a more intensive accumulation of facts and a constant study of the economic features involved." At a later time, it said, the subject of superpower "may be reopened and decided more positively upon the basis of more accurate evidence and experience than is available at present." If as a result of further study, it is ascertained that the advantages of superpower outweigh its disadvantages "the Commission should be prepared to formulate rules to counteract the potential adverse social affects resulting from the concentration of such powerful media in the hands of a few."

CLEAR CHANNELS

In urging retention of the proposed rule allotting 25 channels for what was originally called Class I-A operation, the committee again pointed to the necessity for adequate rural and remote coverage. At the present stage of engineering development and with the need for service to remote areas, placing all channels on a shared basis "is fraught with danger," the committee states. The safest course for the present, it said, is retention of 25 channels on which only one 50,000-watt station operates at night. The more reasonable course, it said, is to exhaust the possible improvements which may be made available in a better use of regional and local station channels, through horizontal increases, and of the 19 former clear channels which the committee recommended be shared station channels rather than to "tap the reservoir of the remaining 25 channels to too great an extent."

On the subject of nomenclature of clear channels, the committee pointed out there were several individual station licensees whose testimony indicated a desire to have their existing frequency assignments designated as one of 25 clear channels. "A part of their objection to the proposed rule," said the report, "was predicated upon an alleged discrimination in the definition of clear channel stations. The committee has proposed a change in the draft rule which is designed to eliminate the alleged discrimination, but the committee has not considered the evidence sufficient to warrant the designation of existing frequency assignments of these stations as channels on which only one 50 kw. station is operating at night."

PROGRAM STANDARDS

In connection with program and program standards, the committee said it felt the Commission should not prescribe such standards at this time but added that the matter might be the subject of a future hearing in which there might be considered not only the feasibility of adopting the actual standards but also the procedure for making them effective. Some standards of public service, it said, might not be unreasonable. Carrying forward this thought, it cited examples under which a station licensee might be considered to have earned the right to expectancy of renewal of license if it adhered to certain practices of operation. There were enumerated 13 separate practices, which are published on this page.

In setting forth reasons why it felt the suggestion of adopting rules governing program service is dangerous, the committee said such a step might result in the Commission's exercise of a "regimented control of program service which would result in the imposition of its judgment upon the American people." Moreover, because of the specific prohibition against censorship contained in the law, the committee said it felt the Commission should not adopt any rules specifically prescribing what program service should be.

Regarding the suggestion that "standards of public service" be prescribed, the committee said this also is deemed undesirable because of the many complications which might arise growing out of individual dissimilarities in various sections of the country and the differing economic factors involved for each class of station in each community. Standards, it said, however, should be minimum in whatever manner they may be adopted and should be utilized solely as guides and subject to variation in accordance with changed conditions and even then should not be requirements of the Commission.

ONE-YEAR LICENSES

In recommending that licenses be issued to stations for "at least

Samples of Station Program Standards Cited in Proposed Report by the FCC

THE question of "program standards" for stations, now the subject of consideration by the NAB in its plans for self-regulation, played a part in the report of the FCC committee on proposed rules to govern broadcasting. The three-man committee concluded that the Commission should not prescribe standards at this time, but suggested that the matter might be the subject of a future hearing in which the feasibility of adopting standards might be considered along with means of enforcement.

Asserting that such standards might not be unreasonable as minimum requirements, the committee, comprising Commissioners Case, Craven and Payne, recited 13 "practices" which it labeled as examples under which a station might be considered to have earned the right of expectancy of renewal of license if it adhered to them. The 13 points covered, merely as examples, follow:

1. At all times maintains a liberal reaction to public opinion and demands with respect to the service rendered by the broadcasting station.

2. Is fair and equitable when making its broadcasting facilities available to citizens and organizations of the community in which the station is located, regardless of race, creed, or social and economic status.

3. Assists in the development and use of talent living in the community, and also brings to the community in so far as is practicable talent resources of the nation.

4. When practicable encourages the employment and training of residents of the community for service in the various departments of the station.

5. Renders a balanced program service of diversified interest to all the public and includes in such service during periods which may be practicable from the standpoint of general public interest, sufficient time for education, cultural subjects, religion, entertainment, news events (both local and general) and the activities of local civic enterprises.

6. Avoids programs in which there is obscenity, profanity, salaciousness, immorality, vulgarity, viciousness, malicious libel, maligning of character, sedition, and malicious incitement to riot or to racial or religious animosities so as to contrive the ruin and destruction of the peace, safety, and order of the public.

7. Avoids the broadcasting of lottery information, false, fraudulent or misleading advertising, and programs containing uninteresting and lengthy advertising continuity.

8. With regard to the advertising of medical services or products, requires that the representations made be strictly truthful and decorous, and uses as a basis for determining the truth of such advertising the findings of the United States Food and Drug Administration, the Post Office Department, the Federal Trade Commission, the local medical authorities and the expression of the Federal Communications Commission as found in its decisions.

9. Exercises care in making its facilities available on an equitable basis to all if to any advertisers in the community.

10. If the station's facilities are made available as a forum for discussion of public social and economic problems, exercises care to insure that the listening public has an opportunity to hear opposing schools of thought on controversial subjects of public interest.

11. Avoids making the station's facilities available for editorial utterances which reflect solely the opinion of the licensee or the management of the station. If editorial utterances are permitted, exercises care not to deny the use of the station's facilities to those having contradictory opinions. In other words, the station's facilities should be available for the presentation of other sides of controversial subjects on a fair and equitable basis.

12. Requires that all programs should be formulated for broadcasting to the home, so that no listener would be compelled to tune out the station because of doubtful effect on youth.

13. Maintains station equipment and operating methods in all departments abreast of progress from the standpoint of efficiency, signal intensity and reduction of interference to other stations.

one year," the committee said many advantages can accure to the public as well as the industry if this is done. The tremendous amount of detail involved in the renewal of station licenses every six months, taking so much of the Commission's time, is one of the reasons why it is "impossible to devote the requisite attention to the consideration of broader problems of policy." As part of this section of its report, the committee analyzed total revenue of the industry in 1937, as based on questionnaire studies made by the FCC Accounting Department. The net income of approximately $18,880,000 represented 14.4% of the total business for the year. It pointed out that these figures were for one-year only and do not reflect the trend of operation over an extended period.

While profits should not be the sole motive of a station licensee, the committee said, "profits are not only proper but they are also necessary if the public is to have good radio broadcasting service."

"While the net income of $18,883,935 represents 34.3% of the total investment of $55,061,008 in equipment, building and other real and personal property, it should be realized that broadcasting is essentially a 'service' industry and that there is a risk ever present in the business of broadcasting station operation over and above that ordinarily encountered in some other forms of business.

Rapid Changes

"Not only must each broadcaster, against constant competition, maintain the public's confidence and interest in the service rendered, but also the licensee must and should operate on a rigid basis of regulation by the Federal Government. The industry is confronted with rapid change, rapid obsolescence, and rapid new and renewed demands upon the enterprise, initiative, and capital of its members. There is always present the threat of sweeping changes in the technical base on which radio stands, as for example, such developments as television. The industry must be sufficiently prosperous, not only to pioneer but also to secure adequate funds to finance the new developments and changes which periodically will continue to confront a new industry based on a rapidly developing new science.

"The committee is impressed with the necessity for encouraging stability in the business of broadcasting. Such stability is essential if needed improvements in service are to be practically attainable. If there is less risk the net profits might well be smaller than now and yet more satisfactory from a business standpoint with consequent benefits to the public from the standpoint of improved service."

It was in connection with this financial discussion that the committee urged the Commission to continue securing financial reports from each station along the questionnaire line. But it emphasized that this information "is desirable not for the purpose of rate regulation but solely for the purpose of assisting in the better interpretation of the relationship between the social, economic and technical phases of the pubic's radio broadcasting system."

NEWSPAPER OWNERSHIP

A sizeable portion of the 31-page explanatory report was devoted to newspaper ownership. It first analyzed testimony at the hearings which showed that gross time sales for radio have increased from 10.5% in 1935 to 12.8% in 1937 of the total volume of the five major media. In addition to the effect upon newspapers, radio may have some future effect upon the motion picture industry by virtue of television while facsimile may have further effect upon the press. It is common knowledge, the report said, that the "extras" of former days are almost disappearing; that stations are relied upon to a constantly increasing extent for news and are important customers of news services, and that it is within the realm of possibility, though "perhaps remote at present", that facsimile will mean the newspaper of the future will be transmitted by radio into the home.

On the economic side, even though broadcasting involves less than 20% of the dollar volume expended for talent, time and space sales in the five major media, its rate of increase was said to be more rapid than that of other media.

In spite of this, the committee declared it is its considered judgment that broadly speaking the public is not only entitled to but desires radio service "and we feel that progress in radio must go forward. Problems such as the effect of radio upon other media of communication are incidental and while they may be of the highest importance they are susceptible of logical solution in the course of natural progress."

Going directly to the problem presented by the increasing acquisition of stations by newspapers, the committee pointed out it has been argued that control of two important media by one class or group was not in public interest. Presumably, it said, a similar issue would be raised if any tendency were discernible on the part of the motion picture industry or any industry which in whole or in part influences public opinion to acquire stations. Explaining no evidence was offered on this subject since it was not within the scope of the hearing, the committee nevertheless declared that because of its importance in current discussions it could not entirely pass over it.

Asserting that no adequate study has been made to show whether as a class newspaper stations have furnished average, superior or inferior service, whether they have been guilty of any unfair practices either editorially or with respect to advertisers, whether there is any evidence of a tendency among them to combine, and to what extent they contribute toward keeping broadcasting competitive, the committee said that it may be desirable, after investigation, to require every licensee, as a corporation or otherwise, to be engaged solely in the business of broadcasting. While this would not eliminate some of the potential abuses nor dispose of all the problems, the committee said, it would afford a simple basis of regulation under which broadcasting would be segrated and disentangled from other businesses not subject to regulation by the Commission.

"Editorial Policy" of Stations

A faithful adherence to the American system, the report continued, requires the voluntary refraining by all licensees from using their facilities "to engage personally in editorial discussions of public questions to their own advantage or solely in accord with their own doctrines or personal beliefs." In this connection the Committee said:

"We suggest that an essential practice in the continued successful operation of the American system of broadcasting appears to be that in which licensees of stations will make reasonably available their stations for use by all classes and creeds on a fair and equitable basis having due regard, of course, for the necessity of rendering a balanced service to sustain the interest of the public in their broadcasts."

Specifically, the committee sug-

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Proposed FCC Rules Well Received

Horizontal Boosts and One-Year Licenses Advocated

(*Continued from page 17*)

tant place in the committee's recommendations, since it was perhaps the most controverted phase of the hearings. The committee said the evidence showed conclusively from the technical standpoint that the use of power in excess of 50,000 watts "has a distinct advantage because it provides better quality service to the vast population residing in rural areas and in towns which neither have broadcasting stations of their own nor are located within the primary service service area of any station." It added the evidence also indicates there are "possible disadvantages of an economic and social character in removing the power limitation."

Because superpower has been a seething issue not only within the industry but politically, it was felt the committee would move carefully. The fact that it did not entirely close the door to future use of the power, but made a plea for greater information, leaves the issue one to be contended with in the future.

The whole superpower issue surrounds WLW's operation with 450,000 watts experimental power in addition to its present regular power of 50,000 watts. This same committee unanimously recommended to the FCC late last year that WLW be denied renewal of its superpower experimental authorization and has already heard oral arguments on it. Commissioner Walker, it is understood, was assigned the task of drafting the proposed opinion but there is no indication as to when the Commission proposes to act finally.

The committee in its recommendations on the change in rule had in mind that it had before it not the single case of one superpower station but of a number of them, since a dozen applications presently are pending but sidetracked seeking the same authorization. It pointed out the testimony indicated that if there were established a few 500,000-watt stations in the principal market centers, these stations would serve the vast majority of the purchasing public in the entire nation.

"Consequently," it said, "there would be created an advertising medium which would be more attractive to national distributors of marketable goods. If the cost of such facilities were considerably less than the existing cost inherent in the present method of program distribution, there is no doubt that there would be an economic effect upon the present broadcast structure. While it is true that there would be a greater stimulation of competition, particularly in areas of prosperity, the evidence is not conclusive that such competition would not be so destructive in the long run, taking into consideration economic depression, as to results in the 'squeezing out' of business of stations which are now available to various smaller communities as a means of local self-expression in community affairs, as well as a medium of advertising for local distributors in competition with national distributors."

More Evidence Needed

Declaring that evidence to date is "far too meager to warrant advocating superpower as the only means of improving service to the rural listeners of the nation", the committee said data of an economic character are likewise inadequate to warrant the drawing of ultimate conclusions either for or against superpower. Yet another consideration, it said, was the possible social effect of permitting a relatively few persons in the United States to control the operation of such stations.

Concluding, the committee said that it recommended no change in the rule limiting power to 50,000 watts at this time but in lieu thereof urged that the Commission proceed "on a more intensive accumulation of facts and a constant study of the economic features involved." At a later time, it said, the subject of superpower "may be reopened and decided more positively upon the basis of more accurate evidence and experience than is available at present." If as a result of further study, it is ascertained that the advantages of superpower outweigh its disadvantages "the Commission should be prepared to formulate rules to counteract the potential adverse social affects resulting from the concentration of such powerful media in the hands of a few."

CLEAR CHANNELS

In urging retention of the proposed rule allotting 25 channels for what was originally called Class I-A operation, the committee again pointed to the necessity for adequate rural and remote coverage. At the present stage of engineering development and with the need for service to remote areas, placing all channels on a shared basis "is fraught with danger," the committee states. The safest course for the present, it said, is retention of 25 channels on which only one 50,000-watt station operates at night. The more reasonable course, it said, is to exhaust the possible improvements which may be made available in a better use of regional and local station channels, through horizontal increases, and of the 19 former clear channels which the committee recommended be shared station channels rather than to "tap the reservoir of the remaining 25 channels to too great an extent."

On the subject of nomenclature of clear channels, the committee pointed out there were several individual station licensees whose testimony indicated a desire to have their existing frequency assignments designated as one of 25 clear channels. "A part of their objection to the proposed rule," said the report, "was predicated upon an alleged discrimination in the definition of clear channel stations. The committee has proposed a change in the draft rule which is designed to eliminate the alleged discrimination, but the committee has not considered the evidence sufficient to warrant the designation of existing frequency assignments of these stations as channels on which only one 50 kw. station is operating at night."

PROGRAM STANDARDS

In connection with program and program standards, the committee said it felt the Commission should not prescribe such standards at this time but added that the matter might be the subject of a future hearing in which there might be considered not only the feasibility of adopting the actual standards but also the procedure for making them effective. Some standards of public service, it said, might not be unreasonable. Carrying forward this thought, it cited examples under which a station licensee might be considered to have earned the right to expectancy of renewal of license if it adhered to certain practices of operation. There were enumerated 13 separate practices, which are published on this page.

In setting forth reasons why it felt the suggestion of adopting rules governing program service is dangerous, the committee said such a step might result in the Commission's exercise of a "regimented control of program service which would result in the imposition of its judgment upon the American people." Moreover, because of the specific prohibition against censorship contained in the law, the committee said it felt the Commission should not adopt any rules specifically prescribing what program service should be.

Regarding the suggestion that "standards of public service" be prescribed, the committee said this also is deemed undesirable because of the many complications which might arise growing out of individual dissimilarities in various sections of the country and the differing economic factors involved for each class of station in each community. Standards, it said, however, should be minimum in whatever manner they may be adopted and should be utilized solely as guides and subject to variation in accordance with changed conditions and even then should not be requirements of the Commission.

ONE-YEAR LICENSES

In recommending that licenses be issued to stations for "at least

Samples of Station Program Standards Cited in Proposed Report by the FCC

THE question of "program standards" for stations, now the subject of consideration by the NAB in its plans for self-regulation, played a part in the report of the FCC committee on proposed rules to govern broadcasting. The three-man committee concluded that the Commission should not prescribe standards at this time, but suggested that the matter might be the subject of a future hearing in which the feasibility of adopting standards might be considered along with means of enforcement.

Asserting that such standards might not be unreasonable as minimum requirements, the committee, comprising Commissioners Case, Craven and Payne, recited 13 "practices" which it labeled as examples under which a station might be considered to have earned the right of expectancy of renewal of license if it adhered to them. The 13 points covered, merely as examples, follow:

1. At all times maintains a liberal reaction to public opinion and demands with respect to the service rendered by the broadcasting station.

2. Is fair and equitable when making its broadcasting facilities available to citizens and organizations of the community in which the station is located, regardless of race, creed, or social and economic status.

3. Assists in the development and use of talent living in the community, and also brings to the community in so far as is practicable talent resources of the nation.

4. When practicable encourages the employment and training of residents of the community for service in the various departments of the station.

5. Renders a balanced program service of diversified interest to all the public and includes in such service during periods which may be practicable from the standpoint of general public interest, sufficient time for education, cultural subjects, religion, entertainment, news events (both local and general) and the activities of local civic enterprises.

6. Avoids programs in which there is obscenity, profanity, salaciousness, immorality, vulgarity, viciousness, malicious libel, maligning of character, sedition, and malicious incitement to riot or to racial or religious animosities so as to contrive the ruin and destruction of the peace, safety, and order of the public.

7. Avoids the broadcasting of lottery information, false, fraudulent or misleading advertising, and programs containing uninteresting and lengthy advertising continuity.

8. With regard to the advertising of medical services or products, requires that the representations made be strictly truthful and decorous, and uses as a basis for determining the truth of such advertising the findings of the United States Food and Drug Administration, the Post Office Department, the Federal Trade Commission, the local medical authorities and the expression of the Federal Communications Commission as found in its decisions.

9. Exercises care in making its facilities available on an equitable basis to all if to any advertisers in the community.

10. If the station's facilities are made available as a forum for discussion of public social and economic problems, exercises care to insure that the listening public has an opportunity to hear opposing schools of thought on controversial subjects of public interest.

11. Avoids making the station's facilities available for editorial utterances which reflect solely the opinion of the licensee or the management of the station. If editorial utterances are permitted, exercises care not to deny the use of the station's facilities to those having contradictory opinions. In other words, the station's facilities should be available for the presentation of other sides of controversial subjects on a fair and equitable basis.

12. Requires that all programs should be formulated for broadcasting to the home, so that no listener would be compelled to tune out the station because of doubtful effect on youth.

13. Maintains station equipment and operating methods in all departments abreast of progress from the standpoint of efficiency, signal intensity and reduction of interference to other stations.

one year," the committee said many advantages can accure to the public as well as the industry if this is done. The tremendous amount of detail involved in the renewal of station licenses every six months, taking so much of the Commission's time, is one of the reasons why it is "impossible to devote the requisite attention to the consideration of broader problems of policy." As part of this section of its report, the committee analyzed total revenue of the industry in 1937, as based on questionnaire studies made by the FCC Accounting Department. The net income of approximately $18,880,000 represented 14.4% of the total business for the year. It pointed out that these figures were for one-year only and do not reflect the trend of operation over an extended period.

While profits should not be the sole motive of a station licensee, the committee said, "profits are not only proper but they are also necessary if the public is to have good radio broadcasting service."

"While the net income of $18,883,935 represents 34.3% of the total investment of $55,061,008 in equipment, building and other real and personal property, it should be realized that broadcasting is essentially a 'service' industry and that there is a risk ever present in the business of broadcasting station operation over and above that ordinarily encountered in some other forms of business.

Rapid Changes

"Not only must each broadcaster, against constant competition, maintain the public's confidence and interest in the service rendered, but also the licensee must and should operate on a rigid basis of regulation by the Federal Government. The industry is confronted with rapid change, rapid obsolescence, and rapid new and renewed demands upon the enterprise, initiative, and capital of its members. There is always present the threat of sweeping changes in the technical base on which radio stands, as for example, such developments as television. The industry must be sufficiently prosperous, not only to pioneer but also to secure adequate funds to finance the new developments and changes which periodically will continue to confront a new industry based on a rapidly developing new science.

"The committee is impressed with the necessity for encouraging stability in the business of broadcasting. Such stability is essential if needed improvements in service are to be practically attainable. If there is less risk the net profits might well be smaller than now and yet more satisfactory from a business standpoint with consequent benefits to the public from the standpoint of improved service."

It was in connection with this financial discussion that the committee urged the Commission to continue securing financial reports from each station along the questionnaire line. But it emphasized that this information "is desirable not for the purpose of rate regulation but solely for the purpose of assisting in the better interpretation of the relationship between the social, economic and technical phases of the pubic's radio broadcasting system."

NEWSPAPER OWNERSHIP

A sizeable portion of the 31-page explanatory report was devoted to newspaper ownership. It first analyzed testimony at the hearings which showed that gross time sales for radio have increased from 10.5% in 1935 to 12.8% in 1937 of the total volume of the five major media. In addition to the effect upon newspapers, radio may have some future effect upon the motion picture industry by virtue of television while facsimile may have further effect upon the press. It is common knowledge, the report said, that the "extras" of former days are almost disappearing; that stations are relied upon to a constantly increasing extent for news and are important customers of news services, and that it is within the realm of possibility, though "perhaps remote at present", that facsimile will mean the newspaper of the future will be transmitted by radio into the home.

On the economic side, even though broadcasting involves less than 20% of the dollar volume expended for talent, time and space sales in the five major media, its rate of increase was said to be more rapid than that of other media.

In spite of this, the committee declared it is its considered judgment that broadly speaking the public is not only entitled to but desires radio service "and we feel that progress in radio must go forward. Problems such as the effect of radio upon other media of communication are incidental and while they may be of the highest importance they are susceptible of logical solution in the course of natural progress."

Going directly to the problem presented by the increasing acquisition of stations by newspapers, the committee pointed out it has been argued that control of two important media by one class or group was not in public interest. Presumably, it said, a similar issue would be raised if any tendency were discernible on the part of the motion picture industry or any industry which in whole or in part influences public opinion to acquire stations. Explaining no evidence was offered on this subject since it was not within the scope of the hearing, the committee nevertheless declared that because of its importance in current discussions it could not entirely pass over it.

Asserting that no adequate study has been made to show whether as a class newspaper stations have furnished average, superior or inferior service, whether they have been guilty of any unfair practices either editorially or with respect to advertisers, whether there is any evidence of a tendency among them to combine, and to what extent they contribute toward keeping broadcasting competitive, the committee said that it may be desirable, after investigation, to require every licensee, as a corporation or otherwise, to be engaged solely in the business of broadcasting. While this would not eliminate some of the potential abuses nor dispose of all the problems, the committee said, it would afford a simple basis of regulation under which broadcasting would be segrated and disentangled from other businesses not subject to regulation by the Commission.

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gested that pending consideration by Congress "the Commission should undertake to study further the question not only of newspaper ownership of radio stations, but also the economic effect of radio upon newspapers, and proceed to secure information of an economic character concerning both of these phases of this important matter."

In future hearings on applications for new stations, said the committee, particularly in smaller communities, the Commission might include in its consideration of public interest the factor of radio competition with established newspapers. "By this the committee does not mean to infer that such competition is not desirable, but that if such competition should be destructive and should affect employment of a relatively large number of people in a community, as well as the investment in property therein, there may be involved an element of public interest which, at least, should be considered by the Commission."

PROGRAM DISTRIBUTION

In its chapter devoted to program distribution methods, the committee covered both networks and transcriptions. Pointing to the scope of work encompassed in network operations, particularly in handling remote broadcasts and in building first-rate programs, the committee said the organization of transmission facilities in networks is in its opinion "indispensable in times of national emergency such as widespread catastrophe, a national financial crisis, or the advent of sudden attack, because it is only through such organization that there can be efficient mass communication on a regional and national scale."

As for the stations themselves, those affiliated with national or regional networks have heretofore "secured a financial advantage as compared to the stations not so affiliated."

The committee said it regarded as entirely impracticable from both the technical and economic standpoints as well as from the social aspects of public welfare, the suggestion that programs of national interest be transmitted exclusively by networks while whole program service should be confined to such national aspect, with purely local programs carried by community stations. Frequencies are too scarce to accommodate such a dual system and at this time permit successful and adequate program service to the nation as a whole, it said. Furthermore, it held the evidence showed that an important proportion of revenue accruing to stations is attributable to network connection and "the excellent program service made possible through such affiliation."

The committee said it felt that "network organization should be encouraged rather than discouraged," but in endorsing the network principle it emphasized the necessity for each station to provide an adequate local service not only for local residents but also for the use and development of local talent and community public service programs.

TRANSCRIPTIONS

One paragraph was devoted to transcriptions:

FOOD FOR THOUGHT was the main course, beside actual victuals, at the first meeting of Broadcasters' Chow Club, recently organized among Indiana-Illinois downstate stations to better small station operation through trading practical program and engineering ideas. Here are charter members at the first meeting, held in Danville, Ill.: (seated l to r) H. L. Dewing, WCBS, Springfield; Ernest Paxton, Danville; Charles R. Richardson, manager of WDAN, host station; Bern Enterline, WJBL, Decatur; H. L. Gately, WJBC, Bloomington; Jack Heintz, WCBS, Springfield; (standing l to r) Francis Higgins and Perry Esten, WDAN; W. F. Craig, WLBC, Muncie; Bill Adams, WDAN; Jack Wainscott, WDWS, Champaign; Don Glasgow, WDAN; W. R. Carlson, WROK, Rockford; A. M. McGregor, WJBC, Bloomington; M. H. Stuckwish, WJBL, Decatur; Jim Rodgers, WROK, Rockford. The group will meet again at WCBS, Springfield, during the month of February.

"Of growing volume and important is the electrical transcription method of program distribution. What effect this will have upon the relative economic welfare of all stations cannot yet be determined accurately. However, it appears to be a source of revenue for all classes of stations, and in many instances enables the public in a community to receive a desirable program which would otherwise not be available to it. It is true that while the electrical transcription is a form of recorded programs, it has the technical capability of program reproduction with excellent fidelity, and in addition it forms an economical means of bringing high grade talent and interesting programs not otherwise available to the broadcast listener in a small community. Its continued development undoubtedly will have an influence on the future programs and economic phases of the broadcast structure and should be of particular interest to the low power stations in smaller communities. However, in connection with this development care should be taken to safeguard against destruction of live talent programs, both local and national, the discouragement to local employment, and the elimination of the organization of radio broadcasting facilities for rapid simultaneous dissemination of intelligence to the entire nation or portions thereof."

ABSENTEE OWNERSHIP

Apropos the proposed rule that in the case of local station licenses, ownership be limited to residents of the community in which the station is located, the committee said it appeared to be "unsound from a regulatory standpoint" and recommended its deletion.

The committee said the primary consideration in granting a license should be public interest. The applicant for a local station who makes the best showing should be granted the license, provided the Commission is satisfied that the showing made will serve public interest.

"Broadcasting," it said, "has become a specialized profession and experience in the operation and management of a station should be recognized. If, however, a local resident makes an application and makes a showing which is equal to that made by a concurrent nonresident applicant, the committee of course would recommend that preference be given to the application of the local resident."

TREATY PROVISIONS

Referring to the Havana Treaty, and the fact that (at the time the report was released) Mexico had not given its approval, the committee brought out that the proposed rules cover either contingency—inclusion of the actual treaty terms, or, if Mexico fails to agree to their introduction by administrative agreement — enforcement then of the new rules without the actual frequency shifts. It pointed out that the full advantage of the improvements in the technical service in the United States, including the additional channels which will be available, cannot be realized "until the provisions of the treaty are placed in operation."

Thus, it said, in the interim there may be some "retardation of progress and there may exist interference conditions which are caused by the chaotic situation in the allocation of frequencies to the various stations of the four North American nations most directly concerned. The Commission should realize that interference conditions resulting from the foregoing situation will tend to minimize the improvements in service from United States broadcast stations provided for by the proposed rules and standards of good engineering practice recommended by this committee."

Sound Engineering Needed

Pointing to the interlocking nature of the proposed new rules and the standards of good engineering practice, the committee said flexibility is permitted in technical phases. However, "it places an additional responsibility upon the Commission to adhere basically to sound engineering principles," it said, obviously alluding to the wholesale violations of technical rules in the past, particularly in the "breaking down" of clear channels under the guise of experimental authorizations.

In discussing the engineering standards, particularly in connection with boundary of service for the various classes of stations, the committee said that there where a Class III-A regional is located in a community which is the market and political center of an area of scattered population, such as found in the Rocky Mountain regions, "there may be sound social and economic reasons for affording a greater degree of interference protection to the service area of the station than that indicated" in the tables specifying boundary of service. This presumably took into account such stations as KGIR, Butte, and KFYR, Bismarck, which perform service on regional channels in excess of the proposed 2½ millivolt limitation.

"The committee," the report said, "urges the Commission to exert the utmost caution in departing from good engineering practices in the granting of applications in order that broad national social objectives will not be jeopardized by the consequent disastrous economic effects of unsound engineering allocation of broadcasting facilities."

General Policies Covered

Prefacing its actual explanation of the rules, the committee discussed general policy considerations and the effects and limitations of the law. It pointed out, for example, that Congress specified that broadcasting is not a "common carrier" service, and that Congress "evidently recognized not only the impracticability of regulating the rates charged by broadcasting stations, but also intentionally avoided the potentialities involved in the acquisition by any administration in office of added power to control the channels of mass communication."

The committee said it is convinced that the American system of broadcasting "has proved to be the best method of applying this modern invention of radio to the service of the people of the United States." The best method of safeguarding the system, it said, is to encourage and require full and free competition. Attainment of this objective requires "faithful adherence by the Commission to the diversification doctrine of licensing stations in any community or region as well as in the nation as a whole, and also the licensing of an adequate number of stations to insure active competition, not only in business but also in service to the public."

Diversification of programs, maintenance of a balanced program service and maintenance of radio as a "vital force available as an open forum for the discussion of questions of concern to the public on a fair and equitable basis, regardless of race, creed or political doctrines" was stamped as fundamental in the preservation of the American system.

Practical Aspects

Under the heading "practical aspects", the committee stressed the obstacles of an economic and technical nature which make the ideal of equality of service to all areas impractical at this time. It traced the development of radio, both technical and economic, and

pointed out that it is now one of the major industries of the nation, with estimated annual expenditure of over three-quarters of a billion dollars.

With advertising supplying the financial support, the committee said it is impossible to disregard economic factors and their consequent influence upon radio service. Consequently, it said, "a dispassionate common-sense application of sound business principles coupled with the objective of an ideal social service to the public is necessary in the proper consideration of the broadcasting problem of the United States."

Because of the lack in the past of sound economic information on stations, the committee suggested that in rendering future decisions, the Commission might find it desirable to establish a policy which may serve as a guide for all applicants in the matter of "economic support for any number of stations in cities of different populations." Specifically, it recommended that in each hearing involving additional facilities in any community "there be specified in the bill of particulars the issue of economic support, and that the Commission's staff endeavor to present evidence on an economic character in each such instance. The committee feels that since the evidence now available is not sufficient to warrant the establishment of a uniform policy, the method recommended by the committee would be the best procedure in establishing such a policy in the future."

Equalization of Stations

Evidence at the hearing, said the report, showed that the degree of financial support governs largely the nature of service which can be rendered by stations. Small communities, it pointed out, cannot and need not support costly stations, and in towns of 10,000 population or less, "it is barely possible to support one station of any character and still provide a good program service of interest to the public."

The Commission, added the committee, should attempt to secure better equalization of facilities in states and communities than now exists by granting increases of power to regional and local stations. Blanket increases of power to all regionals and locals "is undesirable" the report said, and the Commission should maintain control of the situation in order that an equalization can be accomplished in accord with sound engineering and economics.

"Each individual application for increase in power should be granted only on condition that such increase is needed in the community, is technically feasible, is economically sound, and is affording the use of the frequency in question throughout the nation in the manner in which will serve the greatest good for the greatest number in all parts of the country."

In granting applications for improvements, the committee recommended that the Commission adhere in general to a four-point priority: (1) Communities having no stations and capable of supporting one; (2) communities having existing stations with inadequate technical facilities to properly serve the population; (3) communities having an adequate number of stations and capable of supporting additions without detriment to resultant service, and (4) existing stations at a competitive disadvantage with other stations in the community because of inadequate technical facilities.

On the whole question of distribution and improvement, the committee said the evidence is clear that each of the 96 metropolitan districts of the country should be considered a single community for allocation purposes. "The economic interdependence of the various incorporated cities, towns and villages in such a metropolitan district, the overlapping service areas of broadcasting stations located in such districts, and the general scarcity of broadcasting facilities available for distribution to the Nation as a whole are compelling factors contributing to the impracticability of attempting to assign separate broadcasting facilities to each of the individual communities within each metropolitan district.

"The committee, therefore, recommends that when considering the distribution of broadcasting facilities to all communities in the Nation, the Commission classify as a single entity each of the 96 metropolitan districts described by the Bureau of Census."

Among changes in the technical regulations is one for deletion of the provisions that standard clocks, meeting prescribed technical requirements, be installed at all stations and in control rooms.

If Radio Be Censored—

Afonsky in New York Journal-American

WORKSHOP VERDICT

KSTP Series Gives Pupils Status as Critics

AN EXPERIMENTAL program in which the reactions of listeners will be aired has been inaugurated by KSTP, St. Paul. The broadcast is a part of the station's educational schedule and has been worked out by Thomas D. Rishworth, educational director, with students of the Mary Miller Vocational High School in Minneapolis participating.

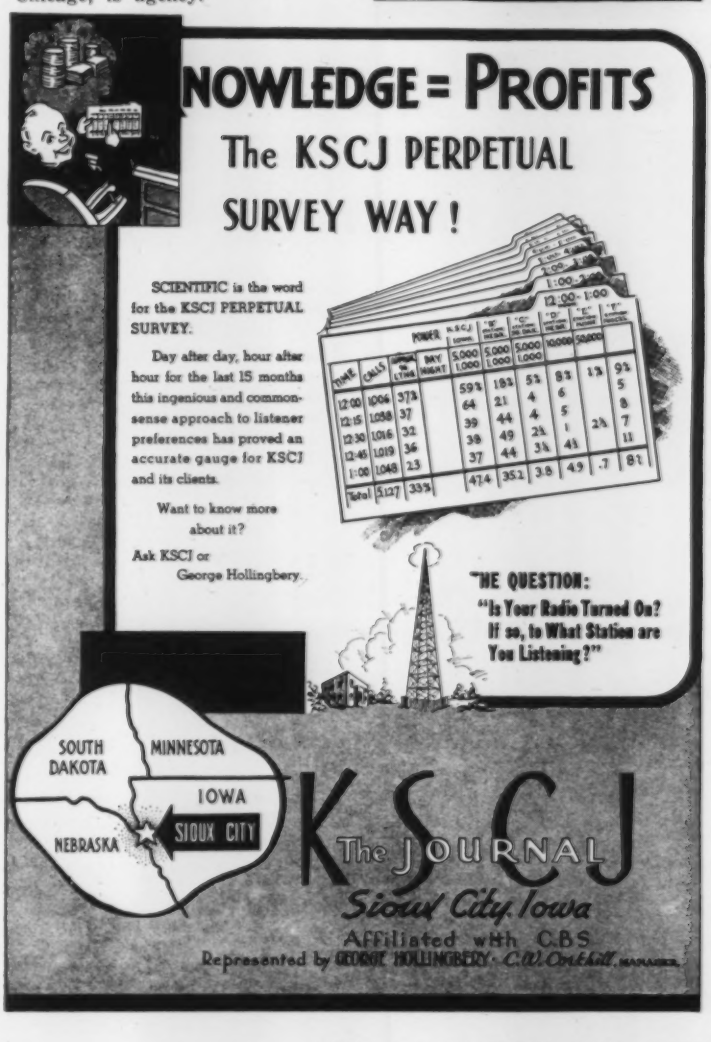
The program is split into two parts, the first originating in the studios and consisting of a dramatization of the lives of composers; the second half comes from the school's radio workshop. While the dramatic portion is being broadcast, students in the workshop listen, make notes; then when the second half switches to the workshop they discuss the merits and flaws of the previous production.

Juice Campaign

SNEAD, BURGWEGER & MOORE, Chicago (tomato juice, prune juice), on Feb. 6 starts six weekly participations on WWJ WTMJ KSTP. Distribution is through local dairies, the juices being packed in the dairies' bottles. Merchandising tie-in includes a free booklet called "Four Point Beauty Menu" which plugs dairy products. George H. Hartman Co., Chicago, is agency.

Longines to Add

LONGINES-WITTNAUER Watch Co., New York like Bulova and Benrus, is increasing its radio campaign for 1939, announcing a 20% increase in stations carrying time signals starting at different dates in March. The total will be about 100 stations. Arthur Rosenberg Co., New York, is agency. Bulova and Benrus [BROADCASTING, Jan. 15] have increased advertising budgets 25%, to be used mainly for enlarged radio campaigns. Biow Co., New York, is Bulova agency. Brown & Tarcher, New York, has the Benrus account.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SCIENTIFIC is the word for the KSCJ PERPETUAL SURVEY.
Day after day, hour after hour for the last 15 months this ingenious and commonsense approach to listener preferences has proved an accurate gauge for KSCJ and its clients.
Want to know more about it?
Ask KSCJ or George Hollingbery.
"HE QUESTION:
"Is Your Radio Turned On? If so, to What Station are You Listening?"
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(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

Earl May Seed Spots

EARL MAY SEED Co., Shenandoah, Ia., on Feb. 1 started two spot announcements daily on WLS, Chicago; WJR, Detroit; KITE, Kansas City; KWTO, Springfield, Mo., thru Presba, Fellers & Presba.

MIMEOGHAPHED tables showing allocations by frequencies of broadcasting stations in Canada, Mexico and Cuba have been prepared for distribution by the FCC press room to all interested parties requesting them. They also show the powers and locations of the stations.

Institute Expanding

UTILITIES Engineering Institute, Chicago, has increased its spot campaign to 25 stations, latest additions including WMBH KTAT KFRU KFEQ. Series includes thrice weekly five and 15-minute discs and it will be expanded in the near future. First United Broadcasters, Chicago, is agency.

Nursing School Discs

CHICAGO SCHOOL of Nursing, Chicago (nurses' training), on Jan. 22 started a series of five-minute discs on WHO and WDAY. Following the test, the campaign may be expanded. Account recently appointed James R. Lunke & Associates, Chicago, agency.

MacQuarrie Ruling

FRANK HAVEN MacQUARRIE, Hollywood producer, must render an accounting of proceeds received from his radio program, *Do You Want to Be An Actor?*, under a ruling of Los Angeles Superior Judge Thurmond Clarke. Accounting was ordered in a suit brought by George D. Lyon, formerly Los Angeles civil service commissioner, who contended he aided MacQuarrie in initiating and producing the program, at one time sponsored by Standard Brands (Chase & Sanborn Coffee). Lyon is seeking $500,000 damages and an accounting on the grounds that MacQuarrie breached their partnership agreement.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMFNT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

Out West It's
R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

FEDERAL RELATIONS BUREAU, Inc.
Southern Bldg. Washington, D. C.
FCC matters prepared, filed and prosecuted by our staff of attorneys and engineers.

They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

250 Watt southwest station wants two Christian young men with exceptional ability in production, management. To the man selected may be offered an interest in order to assume part of owner's responsibility. In reply state salary, age, past record. Box A226, BROADCASTING.

NATIONAL RADIO EMPLOYMENT BUREAU wants experienced salesmen, announcers, operators, and other employees, except talent. Complete information free. PARAMOUNT DISTRIBUTORS. Box 864, Denver, Colorado.

Situations Wanted

PROMOTION — SALES — MERCHANDISING. Well rounded experience: Three years agency, two years national network. Family health requires location in south or southwest. Salary secondary. Dartmouth graduate. Presently employed. Box A237, BROADCASTING.

EXPERIENCED COMBINATION MAN, announcer—licensed operator. Now employed as full time announcer-engineer. Will accept position as anouncer, operator or both. Personal interview. Prefer middle or northwest. Box A229, BROADCASTING.

SPORTS announcer wants BASEBALL assignment. Network or agency preferred. Box A224, BROADCASTING.

Announcer-producer knows dramatics and program lines. Educated. Single. References. Box A208, BROADCASTING.

An exceptionally good newscaster who can double on sports and announce. Box A238, BROADCASTING.

Young man now employed as announcer desires change. Three years experience. Voice recording. Box A235, BROADCASTING.

Radio engineer, five years experience, 1st class telephone-telegraph license, copy Transradio. A-1 references. Box A188, BROADCASTING.

New Yorker—experienced secretary, radio production-publicity, college graduate, salary secondary. Excellent references. Box A240, BROADCASTING.

Writing a play? Man experienced as actor, director, and playwright will help you whip it into shape. Box A227, BROADCASTING.

Program director southern station desires announcing in northern station. News, production, special events. Yankee. Box A225, BROADCASTING.

Announcer—experienced, willing worker, specializing in news, commercials, sports. Network background. Go anywhere. Box A223, BROADCASTING.

Chief Engineer; Long experience, executive ability, now employed but seeking new connection. Personal interview. Box A215, BROADCASTING.

Experienced radio operator. First Class Radio telephone license. R. C. A. graduate. Good references. Desires position in small station anywhere. Box A218, BROADCASTING.

Situations Wanted (Cont'd.)

EXECUTIVE
With long record of successful management of major western station, seeks affiliation with station on salary or operation basis. Would consider investment.
Box A230, BROADCASTING

Male secretary, 23, college graduate (commercial), cum laude, advertising student, type, stenotype 150 wpm. Radio, department store experience. Position in publicity department in East. Box A233, BROADCASTING.

Continuity writer. Commercial and sustaining copy. WLW and NBC experience. Excellent news editor, producer, announcer, salesman, actor. Good all around man. Must have job. Moderate salary. Will go anywhere. Box A231, BROADCASTING.

Position Wanted: Experienced announcer, continuity writer, pianist, electric organist, and piano accordionist desires radio work. Six years on last station. Age thirty, single, male, white. Go anywhere. West or southwest preferred. Write Peacock, The Elm, Sheboygan, Wisconsin.

ANNOUNCER, WRITER, PRODUCER, young, NBC and MBS network experience. Now employed wants above combination. East preferred. All around boon to progressive program director. Top references. Box A232, BROADCASTING.

Couple—responsible, experienced. Operator, one year local. Wife: stenographer, continuity writer, conductor women's programs, one year local. Available on two weeks notice. Box A234, BROADCASTING.

Radio student desires position with Eastern radio station in research or press departments. Good education including study of music, advertising, and script writing. Press and research experience. Age 24. References. Box A236, BROADCASTING.

DESIRE CHANGE — WEST COAST PREFERRED. Three years with present position. Associate member Institute of Radio Engineers. Experience: Aviation, broadcast, and police radio design, installation, and operation on powers up to and including 250,000 watts. Have never lost a position through default or otherwise. Salary, $50.00 per week. Will furnish complete information on request. Box A222, BROADCASTING.

For Sale—Equipment

Field intensity meter—RCA 75B, latest model. Excellent condition, sacrifice for cash. Box A239, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Equipment

MONITOR room of the CBS television transmitter, now under construction on the upper floors of the Chrysler Tower, New York, has been completely screened by a double thickness of finely-woven bronze mosquito netting to prevent outside interference from disturbing the final check on the televised images before they are broadcast. In addition to soldering the screening at the seams and grounding each unit to the steel frame of the building, to drain off all extraneous current, the entire room has been acoustically treated and provided with double floors, doors, ceilings and walls to protect the delicate equipment from outside noises which might otherwise confuse the sound portions of the programs.

UNITED Transformer Corp., New York, is expanding and moving to a new and larger plant Feb. 1. Main offices, engineering division and manufacturing will be at 150 Varick St.

WNAX, Yankton, S. D., has installed a new system of Jensen P-M speakers in all offices, controlled from a master board in the operator's booth, and over which studio auditions and broadcasts can be heard. A direct-phone hookup also enables operators to speak from the control booth to any office through the speakers. The equipment was purchased from Jensen Radio Mfg. Co., Chicago.

NBC Hollywood has installed RCA equipment to make its own acetate recordings of programs and auditions. KROC, Rochester, Minn., has installed in its Owatonna studios a new WE 94-O amplifier for use on its monitor system and remote broadcasts. Engineer Galen R. Yust supervised installation of equipment.

KFOX, Long Beach, Cal., has added a new 30-watt shortwave transmitter, KADB, to its portable equipment. It was built with Western Electric parts and designed by Lawrence W. McDowell, commercial manager. Station now has four auxiliary portable transmitters. They range from a 5-watt pack to a 20-watt unit.

RCA MFG. Co., Camden, N. J., has published a 12-page brochure for its Types 80-A and 80-B speech-input control desks and coordinated speech-input units.

DR. RALPH L. POWER, Los Angeles radio counsellor, has been appointed American representative of Stannage Pty. Ltd., Sydney, Australia, recently organized to manufacture and distribute various types of broadcasting equipment, as well as to represent American-made apparatus in the British Empire.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

FOR SEEING to it that no sponsored time was lost due to technical difficulties during 1938, the technical staff of KSFO, San Francisco, recently received a gold cup (inset at right) from Chief Engineer Royal V. Howard at ceremonies broadcast direct from the transmitter. The "Chief Engineer's Cup" is to be a permanent possession of the transmitter engineers, and if the record is equalled in 1939, it will be chronicled on the trophy again next year. Participating in the ceremonies are (l to r) James L. Middlebrooks, liaison engineer for CBS; Alfred Towne, KSFO transmitter supervisor, who accepted for his staff; "Doc" Howard, making the presentation, and Frank H. McIntosh, western engineer for Western Electric-Graybar, all ready to pass over the cup.

WFBR, Baltimore, has purchased an RCA 5-D transmitter, pursuant to the recent FCC action authorizing it to increase its daytime power to 5,000 watts with 1,000 watts at night.

WNAX, Yankton, S. D., has installed a Fairchild recording and amplifying unit, model F-26-2, for use primarily in making transcriptions of WNAX programs and as a means of bringing them to the attention of agencies and prospects.

KMMJ, preparing to move from Clay Center to Grand Island, Neb., has installed a 325-foot Truscon tower located near Phillips, Neb., 14 miles from the remodeled Grand Island studios and offices.

WNAX, Yankton, has installed a remote control temperature indicator, operated from the control board at the transmitter and registered on an indicator in the announcer's booth, to give listeners accurate temperature reports. The new system was devised by Chief Engineer Clifford Todd.

New WBBM Tower

WBBM, Chicago, has installed a new 490-foot Blaw Knox vertical radiator at an approximate cost of $25,000. Expected to go into operation Jan. 27, the new transmitter is located at Glenview, Ill., 23 miles northwest of Chicago's loop. Innovation of the 64-ton tower is the location of the tuning coil for the upper half of the tower on the ground instead of high in the air. This plan will enable WBBM's transmitter engineers to make almost continuous fine adjustments in the tuning of the mast from the ground, while engineers study the results with field strength measuring equipment. Tower is built entirely of round rods instead of the usual "L" shaped girders, is welded instead of riveted. Chief Engineer Frank B. Falknor was in charge of the installation.

TESTIMONIALS will be presented to radiomen Patrick Chapman of the ill-fated seaplane *Cavalier*, which crashed on Jan. 21, and Andrew R. Hamilton of the *Esso Baytown*, at the annual dinner of the Veteran Wireless Operators Association in New York on Feb. 4, in honor of their heroic service in connection with the recent sea disaster.

Via Amateur Radio

AMATEUR wave bands these days help to keep wandering radio personages in touch with their home town. Freeman Lang, onetime Hollywood transcription producer, now living in Honolulu, chats with Ben McGlashan, owner of KGFJ, Los Angeles, a noted "ham." Fenton Ernshaw, enroute to Papeete, speaks with his father, Harry A. Earnshaw, owner of Earnshaw Radio Productions, Los Angeles; and Archie Josephson, head of 20th Century Radio Productions, Hollywood, visits via shortwaves with his wife who is vacationing in Hawaii.

TO ADVERTISE its new 653-foot vertical radiator, the tallest structure in the Southwest, WFAA, Dallas, has revised station identification announcements to read, *Your Station Is WFAA, The Tower of Texas, in Dallas.*

CHAMBER of Commerce, Phoenix, Ariz., on Jan. 5 began *Phoenix Sun Ranch Chuck Wagon*, a half-hour Thursday evening disc show on WLS, Chicago. Program dramatizes Arizona history, invites tourists. Placed direct.

Wages and Employment For Radio-Phonograph Industry Rose Slightly

A SLIGHT increase in employment and a moderate increase in wages was reported by manufacturers of radios, radio tubes and phonographs in the United States for 1937 as compared with 1935, according to the biennial census of manufactures released Dec. 30 by the U. S. Census Bureau. Figures for 1938 are not available, except from unofficial trade sources, and they are expected to show a decline from 1937.

According to the 1937 official report, these manufacturers employed 48,343 wage earners during 1937 as compared with 44,796 in 1935; paid out wages of $52,001,898 in 1937 as compared with $42,906,018 during 1935; and produced products valued at $277,807,140 in 1937 as compared with $200,972,523 during 1935.

The industry, for census purposes, embraces establishments engaged in the manufacturing, or assembling from purchased parts, of radios, radio tubes and phonographs. It does not include the manufacture of radio apparatus such as transformers, batteries, cells, condensers etc., which it is believed would at least double the foregoing figures.

Knox Participations

CHAS. B. KNOX GELATIN Co., Johnstown, New York, on Jan. 20 started 13 weeks participation sponsorship in *Woman of Tomorrow* series on WJZ, New York, Wednesday and Friday, 9:15 to 9:30 a. m., and in *Woman's Magazine of the Air* series on 5 NBC Pacific Red stations (KOMO, KGW, KHQ, KPO and KFI), Fri., 3:30-3:45 p. m. (PST). Kenyon & Eckhardt, New York, places the account.

KFRU
COLUMBIA, MISSOURI
A kilowatt of power on 630 kc. daytime with 500 watts at night.
A Sales Message over KFRU Covers the Heart of Missouri

WBAL
means business in Baltimore

AFRA Strike or Boycott a Certainty

Networks Not Expected To Be Affected by Talent Shutdown

(*Continued from Page 13*)

asking for intervention from anyone.

A number of minor issues have arisen in connection with the situation. For instance, what is the position of agencies who are willing or able to sign AFRA contracts covering the programs sponsored by some of their clients, but whose other clients refuse to accept the AFRA conditions? Asked this by BROADCASTING, AFRA executives replied that each agency must sign for all the programs it produces. Where the program star, such as Fred Allen, for example, is both artist and producer, selling his complete program as a package to the agency and himself paying all salaries of the other performers, AFRA said that both he and the agency will have to sign the code.

The union declined to comment on the question of what action will be taken regarding the making of transcriptions for sponsors whose network programs have been boycotted because of the failure of their agencies to sign up, saying that the point had not been raised and that they would consider it only when necessary. The general opinion is, however, that any action taken against a sponsor's network programs would also be taken against his recorded shows, although recordings are not included in the code, which is directed purely against network broadcasts.

Charles Michelson, New York transcription company, reported that he had received a large number of inquiries regarding transcriptions from agencies in the past week, which he attributed to the AFRA situation. This view was not reflected by other recording firms contacted by BROADCASTING. They report that while their business has been on a steady up-grade since the first of the year they had noticed no sudden spurt that could be attributed to any agency feeling that a switch from network to transcribed programs would be necessary.

In fact, acceptance of the AFRA code by agencies might curtail the placement of off-the-air recordings of network programs in other markets to a considerable degree. If the program is rebroadcast there is no fee charged by AFRA for an off-the-air recording, but if the program is not rebroadcast the AFRA code calls for payment to the artist for the privilege of making such a record a fee equivalent to the rebroadcast fee, or approximately 50% of the charge for the broadcast. It is an agency contention that this will make the cost of the recordings prohibitive and that their use will be discontinued on such programs as are broadcast only once on the network.

* * *

Chicago Situation

In Chicago Jan. 24 Neisser-Meyerhoff was the first agency to sign with AFRA. William Wrigley Jr. Co., which means entire control of its radio shows, also signed with AFRA, Jan. 24. Neisser-Meyerhoff is agency for Wrigley's *Scattergood Baines* series on CBS.

Other Chicago agencies were noncommittal following the Jan. 20 vote of the local AFRA chapter to strike against any agency not complying with the AFRA Code of Fair Practice at such time as the national board called a general strike. Chicago AFRA members total 700 actors, singers and announcers who voted a $4,000 strike fund at the Jan. 20 meeting.

According to officials of World Broadcasting System and RCA Mfg. Co., Chicago, there has been no appreciable increase in disc cutting since the strike vote. It is felt that AFRA would permit its talent to fulfill contractual obligations should a general strike be called and that a general strike would not be called without notice of at least a week.

Meanwhile, no further action has resulted from the AFRA complaint filed with NLRB against NBC-Chicago charging unfair labor practices in the NBC production department [BROADCASTING, Jan. 15].

On Jan. 25, J. G. Sample, president of Blackett-Sample-Hummert Inc., spoke on the AFRA-Chicago situation, taking the stand that an advertising agency is a business agent and has no authority to sign with AFRA for its clients. "Any proposals such as AFRA is making must be taken to the advertiser for negotiation", he said. "That's why we weren't represented in AAAA, because we didn't have and don't have the authority to deal directly with AFRA. We are perfectly willing to take any contract submitted by AFRA and bring it to our clients' attention, helping negotiations in any way we can. Please get this straight—we are not fighting the unions, for we have done and are doing business with several of them. I speak only for the Chicago area. We are not transcribing shows ahead as has been rumored, but are continuing business in our usual manner."

On Jan. 25, AFRA-Chicago submitted contracts to all agencies handling radio accounts.

* * *

Hollywood Votes

Hollywood's highly and lesser paid radio talent, backed by Screen Actors Guild members who are also featured on many of the nation's biggest commercial network programs, were ready to desert the microphone on receipt of walkout orders from their AFRA executives.

Approximately 1,000 members of Los Angeles Chapter of AFRA voted unanimous endorsement of the strike when they met in El Capitan Theatre, Hollywood, Jan. 21 to hear Mrs. Emily Holt, national executive secretary, tell of efforts being made to make a deal with the agencies. Mrs. Holt, who planed from New York to Hollywood for the mass meeting, sketched the early history of negotiations and counter proposals submitted by agencies which were turned down.

Eddie Cantor, AFRA national president, presided over the meeting, with short talks by Carlton KaDell, Los Angeles Chapter president; Kenneth Thomson, Screen Actors Guild executive secretary; J. W. Gillette, international representative of AFM; I. B. Kornblum, AFRA attorney and acting business representative of Los Angeles Chapter; Ralph Morgan, president, SAG, and Edward Arnold, film and radio actor. More than a score film and radio stars, including Jack Benny, Dorothy Lamour, Edward Arnold, James Wallington, Tyrone Power, Boris Karloff, Melvyn Douglas, Andy Devine and Conrad Nagel, occupied seats on the stage during the meeting. Several score more were scattered through the audience which packed El Capitan Theatre.

Carlton KaDell, at press time, stated that the machinery had been set up for a walkout immediately upon call and perhaps 25 network commercial programs originating from Hollywood might be affected. It was further pointed out that an equal number of West Coast shows would be forced to discontinue during the strike. Los Angeles Chapter appointed an important member of each network commercial originating in that territory as strike captain to handle that particular show should the strike come to pass. Each captain had his specific instructions should the order be issued.

SAG Offers Support

If pickets should be established around advertising agencies, NBC, CBS and Mutual-Don Lee network headquarters in Los Angeles and Hollywood, many non-AFRA members appearing on commercial network programs announced they would refuse to cross the line.

Screen Actors Guild in mid-January guaranteed united support of AFRA by adopting a resolution prohibiting members from accepting vacated radio spots if the general strike against commercial network shows is ordered. Resolution adopted by SAG board of directors follows:

"The board of directors of Screen Actors Guild having read and approved the resolution of the national board of AFRA adopted on Jan. 12, 1939, hereby resolves:

"That the Screen Actors Guild will lend its unqualified support to AFRA at the time when a strike call is issued by it in the field of commercial network broadcasting. Screen Actors Guild members who scab in the radio jurisdiction shall be subjected to severe disciplinary action."

Executives of SAG admitted the Motion Picture Relief Fund show, *Hollywood Guild*, sponsored on CBS by Gulf Oil Corp., and emanating from Hollywood, would be discontinued immediately in event AFRA orders walkout of its members. MPRF receives $10,000 weekly from the program.

Check-up at press time with advertising agencies and transcription concerns in Los Angeles and Hollywood indicated no negotiations pending toward replacing live talent network programs with transcribed shows in the event the strike is called.

Golden Gate Action

The San Francisco Chapter, AFRA, followed the lead of New York, Chicago and Los Angeles in unanimously voting Jan. 22 for a national strike in the field of network commercial broadcasts. John B. Hughes, president of the San Francisco chapter, presided over the meeting which was attended by approximately 300 members.

The San Francisco AFRA membership approved scales and working conditions to be applied in the cases of regional and local commercial programs, according to Vic Connors, executive secretary. Action to establish AFRA shop and the other AFRA minimum conditions, similar to that which the radio artists association is now taking against the national advertising agencies, will be begun in the interest of the performers on local and regional commercial programs as soon as the national situation is solved.

Refugee Badges

WHEN NBC-Chicago recently remoted a broadcast on behalf of German refugees, the need for identification badges became apparent. A stout woman rushed from the crowd, embraced Engineer T. E. Gootee and let loose a flood of German. Gootee had a blood change, yelled and got clear. M. W. Rife, NBC field engineer supervisor, says he's just got to get his men badges and that's all there is to it.

CONNECTICUT BILL COVERS ASCAP FEE

A NEW proposed copyright statute, carrying the "per piece" basis of royalty payment, as against the existing ASCAP practice of blanket licensing on a percentage basis for radio and flat fees for other users, was introduced in the Connecticut Legislature in January by Senator Enquist.

Regarded by some atttorneys as a model State statute, the measure, it is understood, also may be introduced in other States. It differs from the Washington and Florida State anti-monopoly laws, now in litigation, although it contains some of the basic features such as the requirement for full disclosure of all copyrighted materials and the "per piece" or "per use" basis of compensation.

The bill specifies that all copyright owners must file with the Secretary of State lists of the compositions to be licensed for use, together with full descriptive data and the price per use which it would charge. It would make it unlawful for two or more owners of copyrights of musical compositions (such as ASCAP) to combine for the purpose of issuing blanket licenses unless each individual copyright owner included also shall make available each separate composition owned by him on a per use basis.

Thornton Fisher's Sponsor

THORNTON FISHER, noted sports commentator and cartoonist, formerly on NBC for Briggs tobacco, has joined the staff of WCKY, Cincinnati, where he is doing a quarter-hour sports broadcast each evening at 10:45. Beginning Feb. 14, he will be sponsored by the Peter Ibold Co., Cincinnati cigar manufacturers.

McNinch Against Censorship of Air

Urges All Sides Be Aired But Recognizes Time Limitations

SHEER physical limitations make impossible absolute "free speech" for all of America's 140,000,000 of citizens to broadcast their ideas, Chairman Frank R. McNinch of the FCC declared Jan. 26 in an address before the Carolina Political Union, student organization of the University of North Carolina. The address was broadcast over an NBC-Blue Network and a Carolina hookup keyed from WPTF, Raleigh.

The number of people who can broadcast, Mr. McNinch pointed out, is limited by the number of hours in the day. If every station operated 24 hours a day and devoted its time only to those who desire to speak "simple arithmetic would make it plain that this right to speak would be only for a matter of seconds or minutes in a lifetime."

Appealing to broadcasters, in fairness to all listeners, that they present all sides of any important question, Mr. McNinch said that broadcasting cannot, as long as we retain the principles of our Constitution, "become a propaganda medium serving the interests of any administration, Democratic or Republican, or any political, religious or economic organization, or any individual however rich or powerful to the exclusion of others."

Rounded Discussions

This, he said, does not mean that such questions may not be discussed over the radio without doing violence to the Constitution nor that biased or prejudiced persons may not be given the opportunity to express themselves.

"It does mean, however, that if any of these questions are discussed, a complete and rounded discussion of all important aspects of the controversy should be given for the benefit of all listeners. Whether such a presentation is achieved through debate or expression otherwise of opposing views is not material. The important and necessary requirement for the protection of the listeners is that all sides be given, if any side is given, on any important controversial social, political, economic or religious question."

Using as his theme the Bill of Rights and radio, Chairman McNinch said that the founding fathers who insisted on the inclusion of the bill of rights in the Constitution would have insisted that neither the Government nor any special group selected or licensed by the Government should have the right to use, regulate or control the expression of ideas and dissemination of information by means of broadcasting in such a manner as to impose its or their views upon the people.

The Chairman said no matter how much he might disagree with the views expressed, he would never advocate that anyone be punished for expressing his views over the air or any side of a controversial question nor hold it against a radio station for letting anyone express his views. Unless all sides of an important controversial question are adequately given on the air, the listening public will be incompletely informed, he said, in advocating that listeners be permitted to hear all sides.

"I am convinced that broadcasters in America today have not and do not seek or desire to exercise any such power," he said. "I am equally sure the Federal Government does not. I am no less sure that the people of the United States do not want either the Government or the broadcasters or the persons to whom broadcasters may permit the use of their facilities to debase to their own selfish purposes this great natural and scientific gift which should be used for the benefit of all."

In conclusion Mr. McNinch reiterated that, on the question of censorship, he was "unalterably opposed to Government censorship of broadcasting in any manner, shape or form." He added: "I do not think the Government should directly or indirectly dictate what shall or shall not be said or who shall or shall not speak over the air on any public question."

Radio Round Table

FCC CHAIRMAN McNinch, Secretary of Interior Ickes and NAB President Neville Miller participated in the opening broadcast of the New CBS series *What Price America?*, Jan. 28. Introduced by Sterling Fisher, CBS director of talks and education, each spoke briefly on the purpose and plans of the new programs presented by CBS in collaboration with the Department of Interior, which tell the story of natural resources in America. With the program originating at WABC, New York, Secretary Ickes spoke from the Interior Department's studios in Washington, Chairman McNinch from WBT, Charlotte, N. C., and Mr. Miller from KNX, Los Angeles.

Case Nomination Hitch

AFTER the Senate Interstate Commerce Committee on Jan. 27 had voted favorably on the nomination of Commissioner Norman S. Case to serve on the FCC for a seven-year term from last July 1, the committee withheld its report because of objections made by other Senate members. No amplification was given, and it is thought the Committee will take up the matter again in early February. Gov. Case, a Rhode Island Republican, is now serving under recess appointment.

More From Morrell

JOHN MORRELL & Co., Ottumwa, Ia. (Easy Cut hams), will expand its spot schedule in early February. The firm is now using announcements and 15-minute discs on Eastern stations. Henri, Hurst & McDonald, Chicago, is agency.

JAMES P. SELVAGE and Fred Smith Inc., is the name of a new public relations and publicity firm formed in New York by the two well known publicists, the former the retiring public relations director of the National Association of Manufacturers and the latter formerly public relations director of BBDO and J. Stirling Getchell Inc. Offices are at 16 E. 48th St.

THE FCC on Jan. 26 authorized WMFD, Wilmington, N. C., daytime 100-watter on 1370 kc., to increase its hours to full time and to operate with 100 watts night and 250 day on the same frequency.

Chet Smith in *Washington Post*

He's broadcasting a blow-by-blow account to Africa!

Spun by Thesz

KXOK, St. Louis, carries the weekly wrestling bouts at the auditorium, sponsored by Griesedeick Bros. beer. Recently Alex Buchan, KXOK sportscaster, was busy describing the brawl between Lou Thesz and Ernie Dusek. Amid the turmoil Thesz picked up Dusek, gave him an airplane spin and shot him through the ropes. Buchan's description carried on through it all—until Dusek lit smack on KXOK's amplifier at the ringside and stopped the broadcast!

P & G in Canada

PROCTER & GAMBLE Co. of Canada, Toronto, on Jan. 16 started three quarter-hour daytime network programs on Canadian stations, piped from the United States. For Oxydol a morning show, *Central City*, comes five times weekly from NBC to the Maritime, Ontario and Prairie networks of the CBC, placed by Blackett-Sample-Hummert, Chicago. For Chipso, a noon show *Road of Life*, comes five times a week from CBS to the Maritime, Ontario, Prairie and British Columbia nets of CBC, through Pedlar & Ryan, New York. For Crisco, *Vic & Sade* comes thrice weekly from NBC to the Maritime, Ontario and Prairie nets of the CBC. The Toronto CBC station, CBL, carries this five times weekly. Compton Adv., New York, placed this account.

Oil Firm Buys Hockey

TIDE WATER Associated Oil Co., San Francisco, which on Jan. 3 launched a schedule of Pacific Coast intercollegiate basketball broadcasts over 8 West Coast stations [BROADCASTING, Jan. 15], on Jan. 14 started sponsoring the weekly Pacific Coast Conference ice hockey games between the University of Southern California; University of California at Los Angeles and Loyola College, on KEHE, Los Angeles, Sat. 9:30-11 p. m. Ice hockey broadcasts immediately follow the basketball games. Thus the regular Associated sportscast programs now extend over a four-hour period Saturday night until March 25.

Maryland Tests Status Of Broadcast Equipment

ANOTHER test of the right of a state to classify broadcasting equipment for tax purposes as "manufacturing machinery" may occur in Maryland in connection with the location of the WRC, Washington, transmitter across the state line in Maryland. The State Legislature will be asked by the County Board of Commissioners to decide if the equipment used by radio stations to convert electrical energy into ether waves is manufacturing machinery, under a recommendation made by Thomas W. Baxter, Supervisor of Assessments of Prince Georges County.

Federal courts already have held that broadcasting, as an instrumentality of interstate commerce, is subject only to the jurisdiction of the Federal Government. NBC, which installed the new transmitter, contends that all the equipment used at the station is tax exempt since it is used in "manufacturing" within the meaning of a Maryland ordinance exempting manufacturing machinery from taxation.

Radio Ban Defeated

A RESOLUTION proposing that the FCC be memorialized to bar radio stars from appearing on the air if indicted or convicted of a crime, obviously aimed at the stars indicted recently in New York smuggling cases, was killed Jan. 26 in the House of Representatives of the Minnesota Legislature. The vote was 63 to 54. Opponents won on the argument that it would interfere with freedom of speech.

Safeway Feeds Tests

SAFEWAY FEEDS Inc., Forrest Part, Ill. (stock feeds), on Feb. 1 started twice weekly spot announcements on CKLW, Windsor-Detroit. It is understood the test market will include a few other Midwestern stations. Stack-Goble, Chicago, is agency.

Three More for Moody

MOODY BIBLE INSTITUTE, Chicago, on Jan. 22 added KSO WMT WOL to the nine MBS stations carrying *Let's Go Back to the Bible*, Sunday, 2-2:30 p. m. Program features talks by Dr. Will H. Houghton, president of the Institute. Critchfield & Co., Chicago, is agency.

DR. ASHLEY A. SMITH, Universalist pastor of Bangor, Me., celebrated his 15th anniversary as a radio pastor Jan. 23 when friends, including Frederick R. Simpson, owner of WABI, gathered in the studios to pay him tribute. His son, Robert Smith, is on the WABI announcing staff.

CLUETT, PEABODY & Co., New York (shirts, cravats), on Feb. 6 starts *What's News in the Stores Today*, a six weekly quarter-hour show on WGN, Chicago. Young & Rubicam Inc., N. Y., is agency.

THE *Arizona Sun Ranch Chuck Wagon*, now running on WLS, Chicago, is also being carried over KOY, Phoenix, and the Arizona Network, sponsored by Valley National Bank. The program is being syndicated to 137 stations, including some in Canada, Hawaii, and Australia.

Standardized Radio Data Sought by Foreign Reps For Latin Broadcasters

TO OBTAIN standardized information regarding Latin American broadcasting stations for use of advertisers and agencies planning radio campaigns in Central and South America, five New York representatives of foreign commercial stations have formed the Association of Representatives for Foreign Broadcasting Stations.

Patterned after the association of International Publishers' Representatives, which has operated successfully for several years, the new group hopes to educate the stations its members represent so they will adhere to their rate cards, make coverage surveys and studies of listening habits and program preferences of their audiences, and send out standardized information regarding their stations and facilities similar to the literature provided for advertisers by American broadcasters.

Members of the group, which meets for luncheon each Wednesday, are All American Newspapers' Representatives, Broadcasting Abroad, Chalmers-Ortega, Conquest Alliance Co. and Melchor Guzman Co. Some of these represent stations in other foreign countries as well as in Central and South America, but it was decided that for the present, at least, they would concentrate on the Latin American stations as being most used by American advertisers. Melchor Guzman is president and A. M. Martinez of Conquest Alliance Co. is secretary of the group, which for the present will maintain no offices of its own.

Did

You Ever Play "Hide-go-seek"

. . With Your Copies of BROADCASTING ?

Unfortunately, copies of BROADCASTING do get lost. Especially around a busy office — when you need them most. But the remedy is simple. Just order one of the new, specially constructed BINDERS, large enough to accommodate every issue throughout the year.

$2.50 POSTPAID

Your name in gold 25c extra

BROADCASTING
Broadcast Advertising

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CBS Program Operation Reviewed

(*Continued from Page 66*)

enue due to cancellations of commercial programs for broadcasts of important public events was approximately $140,000, he said. Of this amount $75,000 represented losses during daytime and $65,000 during night hours. While no figures are available for 1938, he said the amount will be substantially larger because of the Austrian and Czechoslovakian situations and the numerous cancellations which resulted almost on an hourly basis during that period of tension.

Several branches of the program department function only in connection with sustaining programs such as the department of talks, which handles allocation of time for discussion of current subjects; education department, handling contacts with educational and religious groups as well as educational and church broadcasts; shortwave department, in charge of the transmission of programs to Europe and South America via international stations and which has been placed recently under the direction of Frederic A. Willis, assistant to President Paley.

In its music and scripts departments, CBS encourages authors and composers to write specifically for radio and in that way procure better material. Mr. Lewis described the manner in which programs are developed, rehearsed and finally presented, pointing out that within the last three years CBS has been forced to more than double its studio space to accommodate rehearsals. The need for longer rehearsal time has grown with development of new techniques resulting in better presentations, he said.

In addition to its ASCAP license for music performing rights, CBS holds licenses authorizing network broadcasts of music copyrights of Associated Music Publishers, Society of European State Authors & Composers, G. Ricordi of Milan, and some 175 independents, he said. These licenses require payment of copyright royalties, he explained.

Sustainings Run 2-to-1 To Commercials

A series of exhibits was offered by Mr. Lewis to depict the growth of CBS program operations. He began in 1927 when there were only seven sponsored programs on CBS and traced the development to the present, showing a grand total of 6,662 hours representing 19,074 broadcasts. Of these, in 1938, 4,300 hours or 11,606 broadcasts were sustaining, and 2,362 hours or 7,469 broadcasts commercial.

The ratio of about two sustaining programs for each commercial has been maintained practically from the start, he said.

In 1938 there were 254 hours of formal educational programs, exclusive of those that might be described as educational but actually were not in the nature of academic material.

Many of the sustaining features are in "time withheld from sale" which means that they cannot be sponsored under any condition and occupy immovable sustaining positions.

The well-known *American School of the Air* series over CBS reaches in the neighborhood of 3,200,000 students, according to a recent survey made by Princeton University. This program received the first award ever issued for merit in that field, he said. The number of students probably has increased during the last year, since additional schools have adopted the radio course as part of their curricula.

In the field of adult education, CBS has a distinguished advisory committee which is most active, he declared. Adult educational programs consume a total of about six hours per week on regular schedule totally aside from single programs or special events, he said. CBS now is developing, for possible introduction next year, the "most ambitious educational program" of record, Mr. Lewis revealed.

Plans New Orchestra Under Raymond Paige

In music, he said, CBS in February plans to introduce a new orchestra under the baton of Raymond Paige, comprising 100 men. He predicted this would be one of the finest orchestras ever assembled. It will play music falling between strictly classical and strictly jazz, he said.

Explaining that it is the policy of CBS to develop and encourage original works for radio, Mr. Lewis said this was particularly true in the music field. Many original works have been played on CBS for the first time; there have been seven such outstanding performances while 18 world premieres and 16 American premieres of musical works have been performed.

The *CBS Workshop*, which Mr. Lewis described as one which "tries anything having a new technique or new idea", since 1936 has performed more than 114 dramatic and other programs.

Public Affairs Programs Reviewed by Mr. Lewis

There were 339 broadcasts in the religious field in 1938, totaling 133¾ hours on regular schedule.

Concluding his direct testimony Jan. 25, Mr. Lewis continued his discussion of CBS sustaining features, particularly children's programs, features on national and public affairs, controversial questions, agriculture and labor. Juvenile programs dominate the "children's hour" on the network, 5:15-5:45 p. m., Mondays through Fridays through the year, he explained.

No "responsible person" has been denied time by CBS to discuss matters of public interest, he said, although it often worked out that appearances had to be jockeyed about for the sake of good programming, i.e., two persons requesting time to speak on the same side of the same question. Pro and con opinions are actively sought by CBS, he explained, and if after one side of a question has been presented and no one appears to support the opposite side, the network seeks out some one qualified to present the unrepresented point of view.

From January to September 1938, CBS devoted 90¼ hours to programs of national and public affairs and 97¾ hours to agriculture, he said. CBS cooperates willingly with bona fide charitable and disaster relief organizations, Mr. Lewis said in commenting on the network's "charitable appeals" policy. In the first nine months of 1938 CBS carried 141 broadcasts for such appeals, amounting to a total of 39½ hours.

During the same period the 291 separate sports broadcasts carried on a sustaining basis by CBS accounted for 146 hours, he said, in addition to only 18 to 20 hours of commercially-sponsored features.

INTERNATIONAL broadcasting over CBS shortwave stations is steadily increasing in scope and quality, the FCC Network Inquiry Committee was advised by Fred A. Willis, assistant to President Paley, who also directs the foreign transmission activity of the network.

Writing Talent Vital In Network Business

Explaining the special regional programs originated on CBS facilities for regional hookups like Columbia-Pacific and the New England Regional, Mr. Lewis said these features are "over and above" the regular national network service to affiliated stations in those sections.

Commenting on the CBS policy against using recordings on network programs, Mr. Lewis said, "It would be a shame to build up a vast network and then turn it into a super-Victrola."

Hailing writing talent as "the most important thing in the business", Mr. Lewis said the CBS program idea department had handled 2,573 letters and interviewed 979 persons with program ideas during 1938. The New York office gets from 4,500 to 5,000 unsolicited scripts per year, he estimated, with Hollywood and Chicago offices also "getting their share". Explaining the CBS "idea submission" form letters, he pointed out that CBS customarily returned unsolicited manuscripts to the writer, along with a form letter explaining that the manuscript would be considered only if the writer returned it with a waiver protecting them against subsequent "priority complications".

The CBS music department auditioned about 2,600 singers last year, in addition to about 250 more auditioned by Columbia Artists Service, he estimated. About 500 names were added to the actors' file during the year, he said, after interviews with some 5,000 applicants, and of these only 125 were actually cast in some CBS production.

Under cross-examination by Mr. Porter, Mr. Lewis explained that responsibility for CBS policies, as for commercial programs, are vested in Mr. Gray, while responsibility

from an artistic standpoint rests with himself.

Discussing desirable commercial advertising spots in the broadcast schedule, Mr. Lewis said that with "at least" two sustaining programs a day between 6 and 10 p. m., sustaining programs during these hours totalled from 17 to 20 a week, while commercial features would number from 36 to 40, indicating that this was a favored spot with advertisers. He also observed that since the 48-hour week has become common, CBS has found that Saturday is a "marvelous listening day".

"The *War of the Worlds* program was an educational program in many ways," he commented in answer to a question by Mr. Porter, pointing out that many listeners were not frightened, and becoming acquainted with H. G. Wells' book was itself of educational value to them.

Shortwave Operations Listed by Mr. Willis

Next CBS witness called by Judge Burns was Frederic A. Willis, assistant to the president, and in charge of international shortwave operations since December 1938.

CBS international broadcasts are carried on its own shortwave transmitter, W2XE, now operating on 10,000 watts, and CBS programs, including those off the network and others originated specially for international broadcast, also are fed to W3XAU, shortwave adjunct of WCAU, Philadelphia; W1XK, shortwave adjunct of WBZ-WBZA, Boston - Springfield, and W1XAL, Boston. A closely cooperative arrangement has been worked out with W3XAU to supply complementary service to Europe and South America, with CBS furnishing bi-lingual announcing talent and the Philadelphia station being given the right to pick up programs from the network or use CBS features originated specially for international broadcast. He commented that CBS allowed rebroadcasting of its shortwave programs, and requests for rebroadcast privileges from Norway, Cuba, Brazil and Mexico are now under consideration. Special originations for shortwave broadcasting increased 100% during 1938, Mr. Willis said.

Mr. Willis declared the proposed 1939 budget for CBS international broadcast operations, not including supplementary services from the network, was $93,000, an increase of about $50,000 over the last year.

Kesten Tells of Sales Activities of Network

Paul W. Kesten, CBS vice-president, attached to the executive department, was called by Judge Burns Jan. 26 and reviewed a "typical work sheet" to describe the sales, sales promotion and sales research activities of CBS. These units work together in dealing with sales problems, he said, recommending survey techniques, comparing effectiveness of different hookups, and in general supplying consulting service to advertisers and agencies.

There is constant competition between CBS and "other networks" to bring new advertisers on the air and to "woo away" clients from one network to another, he commented, although such transfers balance closely between the networks. Over several years CBS has pulled about 42 accounts from "another network", while 32 have been drawn from it, he estimated.

CBS has "essentially" one "facilities contract", and "99%" of the contracts are with agencies rather than directly with the advertiser. The contract carries provisions protecting CBS against programs not conforming to its standards and allowing CBS to substitute an acceptable for an unacceptable program, including the power to edit; allowing the network "in its discretion" to omit commercial programs to carry "special events of importance"; providing rebates to the advertiser or agency for failure of broadcasting facilities "due to causes beyond the control of the System"; and protection of CBS against libel actions resulting from the sponsored program.

Analyzing a CBS rate card dated April 1, 1938, Mr. Kesten pointed out that 11 groups of CBS stations are listed: the Basic Network with 26 cities; Basic Supplementary Group, 21 cities; Southwestern Group, 7 cities; Southeastern Group, 10 cities; Southcentral Group, 11 cities; Florida Group, 4 cities; CBS Canadian Group, 2 cities; Northwestern Group, 9 cities; Mountain Group, 7 cities; Pacific Coast Group, 5 cities, and KHBC-KGMB, Hilo-Honolulu, T. H.

The standard contract requires "with occasional exceptions" that the advertiser take 24 of the 26 listed basic stations, he said, with the Florida and Pacific Coast groups available only as groups because of heavy line-haul expenses to reach these regions. The CBS Basic Network covers about 14% of the area of the United States, 56% of the radio homes and 60% of the retail purchasing power, he estimated.

Factors Involved in Station's Price Listed

A station's price on the rate schedule reduces to factors of supply and demand, based on power, frequency and standards of service, which in turn depend on length and scope of service, he commented, declaring that CBS was selling its facilities to the advertiser as a network and that the client was not so interested in discrepancies in comparative coverage and service as between individual stations as he was in securing overall effective coverage.

The "informed judgment" of the advertiser and agency, arrived at through their own field surveys and researches, as well as the judgment of CBS, exercises a control over station rates, Mr. Kesten said. Radio research activities are growing among advertisers and agencies alike, he pointed out, and food and soap manufacturers pafticularly are using intensive field checks of their programs.

Pointing to the "axiom" that the cost per thousand listeners is greater in sparsely settled than in thickly settled areas, and that therefore the cost of reaching a thousand listeners is comparatively higher on stations serving sparsely populated districts, Mr. Kesten continued his explanation of the CBS "weekly discount" structure, which he said was designed to benefit the smaller advertiser as well as the big time-buyer and to foster time sales of small stations by basing discount on "station-hours" rather than "dollar value" of time purchased. "We've shifted the dimensions from dollars to time," he commented in explaining the discount structure's base on sale of small stations and encouragement of 52-week schedules.

According to the April 1, 1938 rate card, station-hours are calculated as follows: One hour (day or night) on one station equals 1.0 station-hour; one-half hour, .6 station-hour; one-quarter hour, .4 station-hour, i.e., in computing station-hour discounts, ½ and ¼-hour periods are given a weight equivalent, respectively, to their proportioned cost—60% and 40% of the full-hour rate.

Network Sales Dollar Shown in Exhibits

Weekly discounts, computed on gross weekly billing for time, are allowed each advertiser using network broadcasts for 13 or more consecutive weeks accordingly: Less than 5 station-hours per week, net rate; 5 to 10 station-hours per week, 2½% discount; 10-15, 5%; 15-25, 7½%; 25-45, 10%; 45-70, 12½% and 70 or more per week, 15%. In addition an annual discount is given at the end of 52 consecutive weeks of network broadcasting, computed as follows: 52 times 10% of the largest amount of weekly gross billing that has run consecutively for 52 weeks; and an advertiser broadcasting weekly for a period longer than 52 weeks, but shorter than 104 weeks, gets the maximum discount for any consecutive 52 weeks during the broadcasting period.

Allocating the division of expense in CBS network sales, Mr. Kesten explained an exhibit showing comparative pie-chart graphs of the "network sales dollar" of 1937 and the first nine months of 1938. Qualifying the figures as a "conservative estimate", he said gross income from CBS network sales and incidental services only amounted during 1937 to $28,438,000, divided as follows: Time discounts, $6,148,000, or 21.62%; agency commissions (15% after discounts), $3,302,000, or 11.61%; station payments, $7,403,000, or 26.03%; payroll, $3,399,000, or 11.95%; other operating costs, including wire costs of $1,783,000, taxes of $870,000, and incidentals of $2,442,000, in all $5,095,000, or 17.92%, and profit, $3,091,000, or 10.87%.

Breakdown of Gross Income Shown for 1938

The same breakdown for January-September 1938, placed gross income at $19,692,000, divided as follows: Time discounts, $3,824,000, 19.42%; agency commissions, $2,353,000, 11.95%; station payments, $4,878,000, 24.77%; payroll, $2,602,000, 13.21%; other operating costs, including $1,327,000 for wire costs, $633,000 for taxes, and $2,180,000 for incidentals, totalling $4,140,000, 21.02%, and profit, $1,895,000, or 9.63%.

Explaining the 15% agency commission "universal rule" among all media, Mr. Kesten said it was done to lift agency competition to a plane of service rather than price.

Mr. Kesten also explained a se-

QUEST FOR TALENT
Leads to Policy Shakeup at WHK-WCLE, Cleveland

PROGRAM Director Russell W. Richmond and Sales Manager K. K. Hackathorn of WHK-WCLE, Cleveland, visited New York Jan. 9 to audition 20 new acts at NBC Artists Service Bureau in a quest for new station talent. The *Ross Trio*, harmony group composed of two sisters and a brother, Frank, Bea and Margy, were signed. With the new additions to the staff, station officials shifted program policies of the stations, breaking the 14-man orchestra down into several small groups and announcing ten new shows "custom built for Cleveland."

In addition to the new programs using professional talent and union musicians, WHK-WCLE made public announcements in the newspapers, asking anyone in the greater Cleveland area who has had any radio experience to come into the studios on Wednesday evenings at 7 for general auditions. Over 200 hopefuls answered the first call. One was successful, and has been spotted on two programs by station officials. She is Jerri Weber, who had appeared on the *New Names* series formerly sponsored by the Cleveland Railway.

WHATEVER comes next in Europe, this battery of CBS reporters and commentators, already famed for their achievements during the recent European crisis, will be ready. This informal photograph was taken while they gathered Jan. 20 in the CBS studio to do a forum on "What Next in Europe?" Left to right: Sterling Fisher, director of talks and education; Rolf Kaltenborn, son of H. V., producer; Bob Trout, newscaster; Paul White (top), director of public affairs; H. V. Kaltenborn (below); Ed Murrow, European representative; Maurice Hindus, who reported the Prague sector for CBS during the recent Czechoslovakian crisis.

ries of exhibits classifying CBS accounts, breaking down accounts by agencies and listing CBS facilities used by clients [BROADCASTING, Jan. 15].

Regional Advertisers Offer Bright Prospect

There are approximately 600 national advertisers who are regarded as potential network clients, Mr. Kesten asserted. These are accounts which have advertising budgets of a minimum of $50,000 per year, he said. He hastened to add, however, that a much wider group which spends less than $50,000 minimum are regional prospects and are actively solicited by CBS.

The existence of the regional advertiser is important in the network sales strategy, asserted Mr. Kesten, because very few of the national accounts use full nationwide networks and regional groups of stations are available for unit sale.

He estimated that in the regional category there may be a potential 100,000 accounts.

The advertising agency was portrayed as an indispensable factor in radio by Mr. Kesten. He declared the development both of network and national spot business was probably accelerated by the aggressiveness of agencies. Many agencies have taken from the shoulders of advertisers the whole problem of distribution, promotion and sales development, even to the point of actually redesigning products. The agency, in brief, he declared, in many instances represents the creative and exploiting brains of the accounts they represent.

Under cross-examination by Commission Counsel Porter, Mr. Kesten explained that for the first five years of his association with CBS, he was in charge of sales promotion and research. During the past four years he has been vice-president attached to the executive department in charge of the general administration of a number of departments. Sales, sales promotion and research, publicity, general engineering as distinguished from operating engineering and general development projects all fall within his jurisdiction, he said.

Alluding to press relations, Mr. Porter inquired whether CBS had experienced any serious difficulty with newspapers in handling of radio publicity. Except for two or three "distorted instances" of newspaper boycotts of programs and comments, he said the relationship has been generally favorable.

Most of the boycotts have been withdrawn due to public demand for program listing, he said. These sporadic outbreaks grew out of the feeling that radio, as a competing medium, should not receive newspaper support.

Agencies Take Big Part In Placing Business

Describing radio as an "invisible Hercules", Mr. Kesten pointed out that in the earlier days of CBS little was known about listener behavior and receiving set ownership. The industry talked in terms of technical coverage, he declared. He described various original researches undertaken by CBS projecting the audience factor and contending that there is only a small factor of error in modern survey methods. Mr. Porter observed that he had never seen a survey which did not show the particular station espousing it to be first but Mr. Kesten observed that in the case of WABC, CBS published a survey in which it was shown as third station, then second and finally first, over a period of perhaps five years.

The part played by agencies in placement of network business was developed by Mr. Porter in his cross-examination of the CBS vice-president, who temporarily is supervising the network's sales department, the post of sales vice-president having been vacant since the resignation of Hugh K. Boice. The first ten agencies, Kr. Kesten said, place approximately $38,000,000 of network business and the first 20 agencies about $54,000,000. The latter figure, he declared, probably represents 60% of the total billing. The same situation obtains in the newspaper and magazine fields, he asserted, estimating that the first 20 agencies placed 90% of the total national lineage.

Discussing a new study on cost trends, Mr. Kesten said that while CBS has more stations on its network, the average price per station to the advertiser has shown remarkable consistency during the past decade and the cost to the advertiser per 1,000 listeners has gone steadily downward. In other words, he declared, there are more listeners at a smaller cost per thousand though the cost per station has remained the same on the average.

Incorporated in the record at Mr. Porter's request was a copy of the Jan. 15 issue of BROADCASTING containing 1938 agency billings to networks and pertinent client-network tabular data, along with a clipping from another trade publication.

While the number of radio homes per thousand of population is still on the upgrade, Mr. Kesten said that the pace is not as rapid because the saturation point is being approached. He said flatly that in his opinion the advertiser is getting more out of radio than ever before for the dollar expended and that it amounts to about twice as much as in 1931 and 1932. If rates were based on the cost per thousand of population they would be double what they are today.

Network Preparing For Television Pickups

On redirect examination, Mr. Kesten said CBS is actively engaging in experimental television development. In addition to a laboratory staff of 15 to 20, conducting original research, he said the network is now installing a new transmitter in the Chrysler Bldg. and new studios in the Grand Central Terminal Bldg., meeting what he believes will be the television requirements for studio pickups. Moreover, the network is keeping itself fully informed on program and technical developments both here and abroad. The proposed expenditure in this field for the coming year will be approximately $750,000, he said, including the new transmitter and studio installations. By the end of this year, he estimated, CBS will have expended $1,350,000 in television.

Regarding facsimile, he said CBS is watching it and talking it but he personally wondered whether the introduction will depend on television's advent. "We are waiting for it to get out of the laboratory and see where it is headed," he said.

Judson Explains Functions Of Artists Service

Arthur Judson, president of Columbia Concerts Corp., took the stand Jan. 27 and explained the functions of his organization, which, he said, manages concert artists' careers, often from a time even before the artist's appearance in this country, and often plans a career several years in advance for a prospective artist. "We do about everything but manage the artists' investments," he commented.

The industry does not recognize any "standard contract" with artists because each career must be treated as an individual affair, he pointed out. Terms vary widely, both between different artists and with the same artist, with compensation ranging from a flat guarantee to percentage of receipts, according to the artist's preference and best service.

CBS owns 51% of Columbia Concerts Corp. and the same amount of Columbia Management of California, which is focussed particularly on motion picture and radio business on the West Coast, he said, while Columbia Concerts owns 49% of the stock of Columbia Management of California.

Columbia Concerts Corp. was formed in 1930 through a merger of six management companies—Judson Radio Program Corp., formed to supply recorded concert music but not now in existence, Concert Management Arthur Judson Inc., Evans & Salter Inc., Metropolitan Musical Bureau Inc., Haensel & Jones, and Wolfsohn Musical Bureau of N. Y. Inc.—according to Mr. Judson.

Concluding direct examination by Mr. Burns, Mr. Judson outlined generally the organization of Community Concert Service, which he said was regarded as a division of Columbia Concerts Corp. and which seeks to develop new fields for concert artists. Pointing out that the organization profits only out of commissions on the artist's fee, he said it often had to shoulder losses on concerts and at present was operating with a $94,000 deficit.

Community Concert Service Described

Asked by Judge Sykes if Columbia Concerts was a financial success, Mr. Judson declared it was "in the black at present", with profits running about 2%.

Cross-examined closely by Mr. Porter regarding Community Concert Service, Mr. Judson told how the organization was formed, through cooperation of a group of New York managers, in the face of a rapidly shrinking concert field and the observation that an increasing number of cities over the country were without the connections necessary to carry on a concert season. With a blanket invitation to managers to cooperate, artists were induced to grant a special price to CCS, when then sold the artist at the regular price, using the differential to pay promotional expenses and secure local arrangements for the concert. In cases where there are no local managers through whom CCS can deal, CCS itself supervises in a managerial capacity over the local community concerts association, he said, adding that CCS had about 20 salesmen in the field.

In the 375 cities served by CCS, the average difference between the buying and selling price for all artists—the differential with which CCS promoted local concerts—is $447.80, he declared. The artists are "very anxious" for this business, he observed, and since CCS started operating it has meant an additional $1,750,000 gross for them, of which they received about 80%. Revenue for the 1938-39 season amounted to about $600,000, he estimated.

Questioned by Mr. Porter to bring out the picture pertaining before CCS entered the field, Mr. Judson said formation of Community Concert Service had nothing to do with the management-merger into Columbia Concert Corp. in 1930, which, he added, was formed simply to yield greater financial stability and efficiency.

Listing the comparative aggregate billings of concert talent on CBS and NBC, Mr. Judson pointed out that all dealings are with agencies and that although the artist is always consulted about broadcasting engagements "because there are so many conditions to be

Heads or Tales

TO PROVE it could be done, six-foot Lou Huston, KFOX, Long Beach, Cal., announcer, recently read a complete quarter-hour news broadcast while standing on his head. Bracing himself against the announcing booth wall and with the microphone three inches above the floor, Huston read the news dispatches before getting black in the face. He proved his point, but lost 48 cents in change that fell from his pockets during the experiment.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship.

WATL ATLANTA

NOW — FULL TIME!

WEMP

Milwaukee

Choice Evening Time Still Available— But Hurry!

*Good Immediate Buy: U-P News Strip at 8 P.M.

THEME-MAKER and "utility" vice-president of CBS, Paul W. Kesten told the FCC Network Committee about the network's sales policies and practices, about operations, and even about television, which falls under his jurisdiction.

considered", the agency orders and CCC attempts to fill the orders, "not really concerned with the network on which it appears". Along this line, Judge Burns informed the record that "so far as CBS does any booking of concert artists, it is done by Columbia Concerts Corp."

Columbia Concerts Corp. bookings on NBC and CBS from its start follow:

Seasons	*NBC*	*CBS*
1931-1932	$137,450	$ 10,800
1932-1933	147,050	30,400
1933-1934	132,075	154,075
1934-1935	265,165	185,200
1935-1936	280,655	386,250
1936-1937	315,347	405,316
1937-1938	388,494	393,092
1938-1939	229,680	131,850

No Efforts Made to Raid Each Other's Artists

Mr. Judson declared there was no "division of territory" agreement between Community Concerts Service, and "the NBC affiliate", presumably NBC Artists Service, and expressed surprise that any such idea existed. He explained they did try to avoid disrupting a city's receptivity for concert attractions by both entering the same field, and in cases where NBC was already establishing itself in one field CCS looked to others rather than attempting to enter the same one. He added that such tactics would be impractical, since as a manager of artists CCC did not want to lose its own money and run the risk of conducting unsuccessful concerts and thus losing business for the artists.

He also stated that there was no raiding or luring away of artists, from the NBC groups to CCC or vice versa, simply because it would mean retaliation in kind. "We would not think of bringing about a breach of contract," he declared.

Community Concert Service at present serves about 375 cities, while the NBC subsidiary serves about 200 cities in the United States and Canada, he estimated, adding that there are about 1,000 cities throughout the country, including those already served, that are potential concert centers.

Asked by Mr. Porter about additional managerial interests of his own, Mr. Judson said he manages the New York Philharmonic Symphony, but "entirely separate" from his connection as president of CCC. His Philharmonic duties are confined solely to a capacity similar to that of a "business manager", he explained.

In dealings with local managers, as is done by CCS wherever possible, it will sell its artists to the local manager on a net fee, fee and percentage, or straight percentage basis, whichever is deemed most satisfactory for the artists. This fee is guaranteed by the local manager, and CCC gets a 20% commission.

CCC does "practically no business" with CBS, NBC, or MBS for talent for sustaining programs, he said, while although a "pretty good business" is done in the motion picture field, this is incidental to the regular concert business.

Financial Phases Are Covered by Padgett

Questioning Mr. Porter's exhaustive cross-examination of Mr. Judson on relations of Columbia Concert Corp. with local managers, after objection by Judge Burns, Commissioner Sykes explained that although the Committee was "anxious to get the facts," it did not want to become burdened with "a great number of extraneous facts." He continued, saying that "the Chairman of the Committee has said that he hoped the Committee would finish its work within 60 days."

Making a short appearance on the stand, before being dismissed subject to recall, Arthur S. Padgett, CBS auditor in charge of the auditing and tax departments, briefly described the financial connections between CBS, Columbia Concerts Corp. and Community Concert Service.

CBS at present owns about 55% of the voting tock and 128 shares of preferred stock in CCC, he said, including 8,800 shares of Class A stock acquired by CBS in December, 1930. As of July 1, 1938, CBS had advanced to and invested in CCC $548,340.43 which has not been repaid. Writeoffs on this item were made in 1931 and 1934 to conform with the CBS equity in CCC, he explained.

Explaining profit and loss statements offered by CBS, Mr. Padgett estimated the net annual average return at 2%, including interest and dividends, on CBS' investment in CCC. The profit and loss statements showed that in the fiscal year from June 6, 1937 to June 4, 1938, Columbia Concerts Corp. had a total income of $426,412.64, total expense of $332,374.67, and a profit of $94,037.97. During the same period Community Concerts Service, which he explained was treated as a division of CCC, had an income of $165,453.91; expenses, excluding federal income taxes, executive salaries, publicity, group insurance and other items, $145,036.09; and a net revenue of $20,417.82. He explained further that if the excluded expenses were allocated to CCS, the net revenue balance would be more than offset and CCS would operate at a loss.

Special Events Crews

WHIRLWIND activities of radio networks' special events departments are described in an article called "Brainstorm Department" by J. C. Furnas in the Jan. 28th issue of the *Saturday Evening Post*. Radio coverage of important events of the past such as floods, eclipses, and the recent European crisis by the ace news commentators and announcers of the three major networks is vividly depicted in the article, which Mr. Furnas brings to an end with optimistic predictions of future news coverage through television.

Bramhall Quits FCC

JOHN P. BRAMHALL, attorney on the FCC staff, has resigned effective Feb. 1. His future plans have not been announced, and as BROADCASTING went to press he could not be reached for a statement. With the FCC for several years, he was an examiner until the recent abolition of the Examining Department by Chairman McNinch, at which time he was switched to the Law Department.

HARDWARE FIRM SELLS BY AIR

Markets Piscatorial Paraphernalia and Such With KSFO's 'Fishin' Fool'

By HERBERT LYSER
KSFO, San Francisco

ONE OF San Francisco's oldest commercial radio programs, *The Fishin' Fool*, is now in its eighth year at KSFO, CBS outlet in that city. In 1931 Ralph Stevens, popular Western sportsman, first went on KSFO to tell his fishing stories. He had been on the air only two weeks when B. Simon Hardware Company of Oakland bought *The Fishin' Fool* for a small sum.

Results were immediate. *The Fishin' Fool* brought thousands of fishing fans into the hardware store each week to buy tackle and hooks. Those same fishermen and many new ones are followers of both fishing and Ralph Stevens, popular because his broadcast is in rapid, spontaneous and enthusiastic delivery. He is probably the only man in the state who makes his hobby — fishing — a full-time job. Five days a week he is exploring the rivers and bays of Northern California in quest of the best fishing spots. Then on Friday nights for 15 minutes he tells KSFO listeners his fishing experiences. He tells them where the fish are running, how to get to the best fishing spots, what bait to take and what to expect in the way of results. If his own fishing trip of the week has produced only a small catch, he's honest about that, too. He tells of the currents and tides.

It has been high tide all the time for B. Simon Hardware as far as profits are concerned. The show has survived a raise in broadcast production cost of many hundred per cent since it was launched. The proprietor of the store attributes half his business to *The Fishin' Fool* and nearly 100 per cent of his advertising appropriation goes to this program.

HOUSE WAS SOLD

In Phoenix Before Program Was Finished

FOR A TOTAL outlay in radio advertising of $161.25, a Phoenix Ariz., realty firm has sold four houses and one lot, valued at a total of more than $15,000, in two weeks. The advertising represented three shows put on for Floyd W. Medlock's Yaple Park addition, two of which were remote broadcasts from one of the homes up for sale and the third from the studios of KTAR.

The house in which the Sunday broadcast originated was sold before the program finished. Three hundred automobiles visited the addition during the afternoon.

All of the broadcasts have been handled by Arthur Anderson, chief announcer at KTAR, who takes up the entire time simply talking about what a home can mean to any man, woman, or family, and about the advantages of that home in particular. Little effort is made to be entertaining, except to play on the natural desires of mankind to have a home, and to get as much home for his money as possible.

Mr. Medlock is so well pleased that he has already signed up for five more weeks of programs.

Drug Sponsors Leading In French Broadcasting

PHARMACEUTICAL products dominate sponsorship on private French broadcast stations, according to a recent report to the Department of Commerce by Lestrade Brown, assistant trade commissioner in Paris.

In analyzing radio advertisers in France, Mr. Brown finds that the 32 pharmaceutical accounts are divided into 16 specialties, 9 liver tonics and remedies and 7 fortifying tonics. Second group, garments and clothing, comprises 17 accounts divided into 8 women's readymade wear, 7 men's tailors and 2 children's clothing. Third group of 16 accounts consists of 9 beauty creams, 5 care of hair and scalp, 2 toothpaste.

The fourth group of 14 foodstuffs accounts comprises 7 coffee, 4 alimentary pastes such as macaroni, 3 chicory. The 12 furniture store accounts consist of 10 various and two children's. Sixth group consists of 8 aperitifs (including alcoholic beverages for consumption before meals). Others are 4 jewelers, 4 shoe-polish makers, 3 floor-polish, etc. Not included are radio receiver manufacturers, since few radio firms use broadcast publicity.

Television Reactions

SPEAKER William B. Bankhead, of the House of Representatives, started the first showing of high-definition television in Washington Jan. 27 by RCA-NBC, using the NBC television trucks brought down from New York. The Speaker stood in front of the Agriculture Bldg. and was seen and heard in a row of experimental receivers at the National Press Club a half-mile away. Asked about the effect of televising the House Chamber, he said "it might make some members take their feet off the desks and quit chewing tobacco."

Meloripe in Northeast

MELORIPE FRUIT Co., Boston (bananas), is planning a campaign of one-minute spot announcements thrice daily on a list of New England stations. BBDO, New York, handles the account.

LIONEL WEIL, executive head of Weil's Fertilizer Works, Goldsboro, N. C., a regular user of WPTF, Raleigh, on Jan. 19 used WPTF to address the firm's employes.

THINGS IS SLOW IN GREASY CREEK (Ky.)!

Yes, Greasy Creek is a real Kentucky town—typical of dozens that are NOT included in WAVE's 43 Counties. WAVE's listening area is *important*—containing 67% more wired homes, and 200% more income-tax payers, than all the rest of Kentucky *combined* (93 counties)! . . . Write WAVE today for the *proof!*

An N. B. C. Outlet

National Representatives
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Move for Three-Man FCC

(Continued from Page 11)

Mr. McNinch said he had not yet begun the work on the bill, which would probably be quite short, but would submit it early the following week to the chairmen of the Senate and House committees.

The bill, it was brought out, would not go into "fundamentals" but deal only with reorganization of the Commission itself. Then, in about 30 or 60 days, the plan is to introduce the second bill for rewriting of the Communications Act of 1934 to include the new policy provisions. Meanwhile, the existing act, except for Commission personnel phases, would remain in full force.

It would be in connection with the second bill that extensive hearings would be held. More than likely the Senate Committee, rather than the House group, would launch these sessions, with the idea of "objective, constructive legislation," rather than muckraking. It is thought this strategy would eliminate any efforts to "smear" which might grow out of a single course of legislative action involving rewriting the law, both as to organization and policy matters.

Senator Wheeler said he had felt for a long time that the FCC should be reorganized. "Conditions have been such," he said, "that the Commission has not been getting ahead as rapidly or as efficiently as it should. Secondly, I have thought that the law itself ought to be amended or rewritten, and Senator White holds the same view."

Favor Three-Man Board

Both Senator Wheeler and Mr. McNinch agreed that a "three-man Commission is better than a five-man body." A five-man board had been suggested as a possibility but it now appears certain the proposed reorganization draft would provide for the smaller board. Despite that, it is thought a fight may be waged for a larger board on the ground perhaps that all regions should be represented and possibly for patronage purposes.

There is no thought of a single administrator with broad powers to sit under the newly-constituted Commission, at least for the present. Chairman McNinch denied emphaticaly that any complete bill had been drafted.

Senator Wheeler asserted he felt that Chairman McNinch "has done a good job in cleaning up a lot of things," but he said he thought there should be a "smaller commission" because there is "more controversy on the larger ones."

"So far as the fundamentals are concerned," Chairman McNinch then stated, "the President, the Senator and I are in agreement on the necessity for a reorganization, and generally as to the form and character of the new Commission.

Because the Senate committee of a score of members is smaller than the House committee, and because several of its members are more conversant with communications, it is thought the hearings will first be held on the new legislation before that body. In addition to Senator Wheeler, Senator White, co-author of the Radio Act of 1927, which is incorporated in the existing law enacted in 1934 in all essential details, is the ranking Republican member. Senator Chan Gurney, (R-S.D.), serving his first term, is former operator of WNAX, Yankton, S. D., and is a practical broadcaster. Senator Bone (D-Wash.) also has shown considerable interest in radio, and Senator Reed (R-Kan.) another new member, is former chairman of the Kansas Public Utilities Commission.

The proposed new law in its draft form, is expected to define sharply the administrative functions of the chairman of the new Commission in order to avert the existing FCC situation under which each of the seven considers himself co-equal in authority. Moreover, to emphasize the leadership reposed in the chairman, it is expected to stipulate a differential in salary, whereas all commissioners now receive $10,000 a year.

Statement of Policies

At his press conference Jan. 24, the President said it is well recognized that it is difficult for a Commission to perform the regulatory job if policies are not stated and objectives blocked out. The first undertaking, he said, should be to tell the new Commission what are the policies of the United States with respect to broadcasting and these should be evolved from hearings.

Disclaiming any final decision as to the type of agency which would be created, the President said simply that a half-dozen or more different "blueprints" have been discussed and that there would probably be a different setup entirely for the FCC. He indicated he regarded two or three of the proposals as workable.

Asked by eager newsmen what policies might be incorporated in the projected new law, the chief executive said that all such matters as newspaper ownership, transfers, and the like could be taken into account and specifically treated. When a newsman asked whether the control and influence over stations by the networks was involved, the President responded he regarded it as one of the problems.

The same thing holds for the telegraph and telephone fields — but to a lesser degree, Mr. Roosevelt declared, pointing out that there are only about three companies involved.

Within the Commission, all appeared to be fairly tranquil up to a fortnight ago, although there had been constant simmering under the surface. Chairman McNinch repeatedly has stated that he did not plan to make any legislative recommendations for some time. When the FCC committee on new rules governing broadcasting, which also embodied the superpower issue, suddenly released the first part of its report to the Commission on Jan. 18, subsurface pandemonium broke loose. The committee secretly had the report drafted and released, whereas the McNinch edict had been that all such matters clear through his recently revamped Information Section. Members of this committee were Case, chairman, Craven and Payne.

This action, it is thought, was the last straw so far as the fiery little North Carolinian was concerned. The trend of events since then appear to substantiate that view.

Accord With White's Views

The President's letter, together with his press conference statements, appear to accord with the views repeatedly expressed by Senator White who has been recognized as the best informed legislator on radio in Congress. Senator White has pointed out that the ex-

WFBL
Gets SOCONY-VACUUM *Contract*
Biggest in Syracuse History

Socony-Vacuum Oil Company is now sponsoring six regular news broadcasts every day and all news flashes over WFBL. This is the largest time-contract in Syracuse history. Thus Socony-Vacuum joins the many national and local advertisers who have found by experience that the favorite station of Central New York automobile owners is WFBL.

These automobile owners set the buying pace for Syracuse and Central New York. They own homes, buy more furniture, more groceries, more drugs, more clothes. No matter what you're selling, the quickest, most inexpensive way to sell it in Central New York is via the microphone of WFBL.

Write for rates and time available to WFBL, Syracuse, N. Y. or to Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

isting law, enacted originally in 1927 as it pertains to radio, has not been changed since then and that an objective study is needed to incorporate in it definite policies relating to regulation and to instruct the regulatory body in advance.

Members of the FCC as well as staff executives appeared before the House Appropriations subcommittee Jan. 23 behind closed doors and in what was described as a rather heated session. Committee members—including Wigglesworth (R-Mass.), who has orated at length against FCC methods; Dirkson (R-Ill.), and Case (R-S.D.)—are understood to have led the questioning. It was at this session that Chairman McNinch revealed the President's move in calling for a new Commission structure.

Questioned by Committee

The chairman, it was reported from the sessions, also was questioned about the Commission's decision denying the CBS application to lease KSFO, San Francisco, and about other matters, including the recent questionnaire on station ownership and business operations of licensees and stockholders. Apropos KSFO, it is reported, he was asked why the Commission denied the application when it had granted others of a similar nature. The questionnaire was criticized, it is understood, as so drastic that stations would be forced to hire additional personnel to answer them. Commissioner Walker was questioned on his AT&T investigation with its expenditure of $1,500,000, which has been sharply criticized.

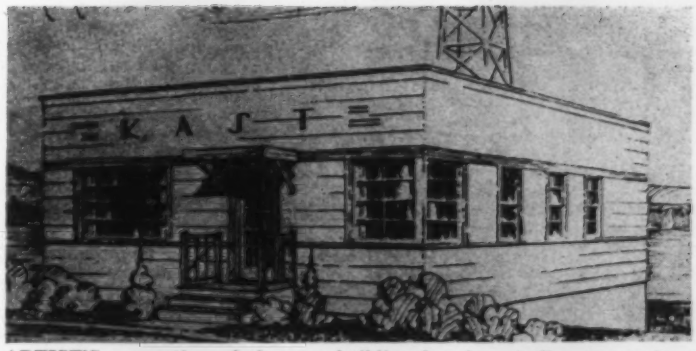
Immediately following announcement of the President's proposal, Chairman McNinch issued a statement in which he said he was "wholly sympathetic with the President's proposal for reorganization of the Commission." He added: "I recommended to the President sometime ago that the Commission be reorganized. I shall have no further comment to make at least until after I have conferred with Chairman Wheeler and Chairman Lea pursuant to the suggestion in the President's letter to them."

McNinch to Stay

While the sudden turn of events came as a surprise, trouble has been brewing for many months. President Roosevelt personally drafted Chairman McNinch to "clean up" the FCC in October 1937 on what was to be a temporary assignment. Now, however, it appears certain that the President desires to keep Chairman McNinch on this job even under the revised operation.

Commissioner Payne, who has been a storm center of the Commission, until recently has openly defied the chairman on numerous policy matters. He was called to the White House recently and while no statements have been made, he has since been extremely quiet. Reports trickling from the White House were that the President expressed extreme dissatisfaction and even discussed a possible "change" for the commissioner.

Commissioner Walker, former utilities commissioner in Oklahoma, who was appointed in 1934 by President Roosevelt, would be up for reappointment July 1.



ARTIST'S conception of the new building housing studios, transmitter and offices of KAST, Astoria, Ore., now under construction on the shores of Youngs Bay. The structure is expected to be ready for occupancy within three months, and the 188-foot Lehigh vertical tower was erected on the site late in January. Lawrence King is chief engineer of KAST.

Capitol Hill Opposition Seen To Plan for FCC Revision

By WALTER BROWN

PRESIDENT Roosevelt's recommendation that Congress make a broad study of the communications field with the view of enacting a new legal framework and administrative machinery for control and further development of radio broadcasting, along with telephone and telegraph facilities, came as a complete surprise to Capitol Hill and all other discussion of radio legislation was immediately relegated into the background.

The first reaction was favorable to Mr. Roosevelt's letter calling for Congressional action to put the FCC house in order, and Chairman McNinch's subsequent conferences with Chairman Wheeler and Chairman Lea of the Senate and House committees which handle the legislation. But as more serious study was given to the proposals, especially the reported plan to abolish the present seven-man Commission and set up a three-man Commission, bubbles of opposition began to develop.

McNinch Popular

Chairman McNinch is held in high esteem by a large majority of members of Congress and the backing given the three-man Commission proposal by Chairman Wheeler greatly strengthened his hand in getting through the reform legislation he desires. His difficulty, however, is going to be in keeping down sentiment that the reorganization proposal is a plan to discharge seven men in order that the President can appoint three more and thereby secure greater control over the communications field.

Because of Chairman McNinch's popularity on Capitol Hill, coupled with a general feeling that something should be done to correct the internal broils that have prevented the FCC from doing the job cut out for it when the FCC act was passed in 1934, some reorganization bill will likely pass at this session but not until after hearings and debate which may last for several weeks. There was a time when a legislative proposal from downtown could be rushed through in a week or two but that day has gone and every measure, especially one as far-reaching as reorganizing a quasi-judicial body, is closely scrutinized both in committees and on the House and Senate floors.

Whether Chairman McNinch has improved his position by dividing the legislation remains to be seen. Some members have expressed the opinion that the whole subject should be handled in one bill and Congress should not take two bites at it. Others see much merit in the McNinch strategy.

Final outcome of the legislation to a large extent will depend on Chairman McNinch's ability to sell Congress on the need for a thorough overhauling of the FCC machinery and to further prove to the complete satisfaction of Congress that there is no desire on the part of the Administration for a "packed" Commission.

Another development, which on the surface has no relation to FCC reorganization but figures in off-the-record conversation of members, is President Roosevelt's appointment of Thomas R. Amlie, former Progressive member of Congress from Wisconsin, to a place on the Interstate Commerce Commission. The appointment "shocked" the House, to use the words of a Representative recognized as one of the big four in the Democratic leadership.

Investigations Sought

One not familiar with Capitol Hill methods and manners will quite naturally ask what this has to do with FCC reorganization. Simply this: The new bill is expected to ask Congress to abolish the jobs of seven men on a particular Commission and appoint three others to do the same work. Before the debate on this legislation is over Mr. Amlie's appointment will be cited time and time again as the type of man Mr. Roosevelt desires to put in power on quasi-judicial commissions.

Immediately after President Roosevelt's letter to Mr. Wheeler and Mr. Lea was released, Rep. Wigglesworth (R-Mass.), and Rep. Connery (D-Mass.), introduced resolutions calling for a House investigation of the FCC. The two members proposed such a resolution at the last session and with the aid of the then Chairman John O'Connor (defeated in the November election) of the House Rules committee, brought the issue to the House floor for a vote. The resolution was overwhelmingly defeated.

Senator Schwellenbach (D-Wash.) introduced in the Senate three bills designed to bring about a greater freedom of expression on the air for speakers on public, social, political, economic and educational problems and to prevent the FCC from applying a rigid form of censorship.

He told BROADCASTING his proposals were involved in the President's request for a new definition of policy by Congress on radio matters and for this reason he would not press for action on his bills until the general subject came up before the Senate Interstate Commerce Committee.

Senator Herring (D-Iowa) has on his desk a bill proposing a greater degree of censorship by the FCC over radio programs. He intends to drop it in the hopper at an early date but it is expected to be considered with general legislation.

Celler Bill Again

Rep. Celler (D-N. Y.) has reintroduced his bill calling for Government construction of a superpower shortwave station for transmission of programs to "all parts of the United States and from this country to other countries in the Western Hemisphere." This time he suggests a station in Panama.

The broadcasting industry opposed the first Celler bill as an entering wedge for Government operation of radio stations. On the other side of picture is a strong feeling on Capitol Hill that the United States should do everything possible to encourage friendly relations with Latin America.

The Celler bill authorizes the Secretary of Navy to construct the Pan American radio station, its policies and programs to be determined by an advisory council headed by the Secretary of State. It was referred to the House Naval Affairs Committee. Chairman Vinson (D-Ga.) has sent the bill to the agencies involved for a new report as to the desirability of its passage. He and his fellow committeemen showed clear opposition to Celler's first bill last year, and refused to report it out.

Taking the position that broadcasters should not be subjected to the same strict libel laws that are in force for newspapers, Rep. Celler has also introduced a bill dealing with civil liability concerning suits in defamation. The bill proposes "that the owner, lessee or operator of a radio broadcasting station, and the agents or employees of any such owner, lessee, licensee or operator, shall not be liable for any damages for any libelous and/or defamatory statement published or uttered in or as a part of a radio broadcast, by one other than such owner, lessee, licensee or operator, or agent or employee thereof, if such owner, lessee, licensee, operator, agent or employee shall prove the exercise of due care to prevent the publication or utterance of such statement or statements in such broadcast."

THREE TO SPONSOR GOTHAM BASEBALL

THREE advertisers will cooperate in sponsoring the play-by-play broadcasts of the home games of the New York Giants and Yankees during the coming season. For this series, General Mills and Socony-Vacuum Oil Corp., who have shared baseball broadcasts previously and who this year are cosponsoring the broadcasts of all games, both home and abroad, of the Brooklyn Dodgers, will be joined by Procter & Gamble Co. Games will be broadcast on WABC, New York, whenever either team is in town, with the exception of Sundays, when the games will not be aired. Details of the arrangements, which were made for the sponsors by William J. Slocum, formerly a New York baseball reporter, have not been divulged as yet.

Announcement was made Jan. 25 in identical press releases issued by the two clubs, as follows: "Terms were agreed upon tonight between the Yankees and Giants and a group of advertisers consisting of General Mills, Socony-Vacuum and Procter & Gamble for the broadcasting of games in New York during the coming season. Contracts have not yet been signed. The games will be broadcast over Station WABC and there will be no Sunday broadcast. Negotiations for the advertisers were conducted by Bill Slocum."

Macaroni Campaign

CATTELLI FOOD PRODUCTS Ltd., Montreal (macaroni products) started on Jan. 16 a three-weekly transcribed dramatized series on CFRB and CKCL, Toronto; CKOC, Hamilton, Ont.; CFPL, London, Ont.; CKCR, Kitchener, Ont.; CJCS, Stratford, Ont.; CFCO, Chatham, Ont.; CBO, Ottawa; CFRC, Kingston, Ont.; CFCF, Montreal; CHNS, Halifax; CJCB, Sydney, N. S.; CFCY, Charlottetown, P. E. I.; CKCW, Moncton, N. B.; CHSJ, St. John, N. B. The list will be extended to western Canada later in the season. Transcriptions were cut by Grow & Pitcher Broadcasting Agencies, Toronto, and account placed by E. W. Reynolds & Co., Toronto.

Wired Radio Copyrights

WIRED radio services, such as Muzak Inc., New York, will have to obtain special recording licenses from music copyright owners after June 30, 1939, according to the Music Publishers Protective Association. This will mean payment of an additional fee by transcription manufacturers if they want to continue furnishing wired radio outfits with the same assortment of library discs that they now rent to broadcasters.

FRANCE with its Parisian night life, gay cafes, suburbs and provinces will be transported to America in a new series of international exchange programs arranged by NBC in cooperation with the Administration des Postes, Telegraphes et Telephones, official French broadcasting system. The series will be heard every Tuesday on NBC-Blue beginning Feb. 7, 6:05-6:30 p. m. (EST).

SAWYER BISCUIT Co., Chicago, will sponsor *Dugout Dope* on WBBM, Chicago, during the 1939 baseball season, five minutes daily from the dugout just before the game featuring interviews with stars. Neisser-Myerhoff Inc., Chicago, is agency.

Late Personal Notes

ANGELA McCOSKER, daughter of Alfred J. McCosker, president of WOR, Newark, and chairman of the board of MBS, was married at the Catholic Church of St. Ignatius Loyola in New York Feb. 26, to Sheldon Van Dolen, of New York.

THOMAS GRANDIN, recently appointed CBS representative in Paris, reported on the condition of Barcelona Jan. 28 in a trans-Atlantic broadcast from Perpignan, France. He first flew to Barcelona to inspect the city that had just fallen to the Franco forces and then flew to Perpignan, just across the border, for the broadcast.

GAIL NORTHE, fashion director of the Texas State Network, who is now visiting in New York getting first-hand information about the forthcoming spring styles, did a quarter-hour broadcast over the full Mutual Network Jan. 27, with Alice Hughes, syndicated fashion columnist, as her guest.

NICHOLAS PEDROSO, formerly public relations director for several large American companies operating in South America, has been appointed director of South American programs for W3XAU, international shortwave adjunct of WCAU, Philadelphia.

PAUL A. LOYET, technical director of WHO, Des Moines, addresses the local Lincoln High School physics class Jan. 3, while Bill Brown, sports editor, and Harold Fair, program director, on the same day speak before the local Chamber of Commerce.

AL FITZPATRICK, engineer of WCFL, Chicago, suffered painful injuries Jan. 24 when a truck crashed into his car. Milt Fenner, WCFL engineer, has returned to work following a severe attack of bronchial asthma.

WALLACE WERBLE has resigned as Southern manager of Transradio Press, effective Feb. 6. Mr. Werble became Southern manager in February, 1938, after having served as Washington bureau manager for the same news service. Mr. Werble said his future plans will be made public in a couple of weeks.

HOMER HOGAN, one-time manager of KYW, Chicago (now Philadelphia) and later Chicago head of International Radio Sales and manager of WCLO, Janesville, Wis., has been elected vice-president of First United Broadcasters, Chicago agency.

GEORGE LASKER, former commercial manager of WPEN, Philadelphia, has replaced W. Cort Treat as general manager of WORL, Boston. Mr. Treat has held the position since April, 1937.

C. MERWIN DOBYNS, owner and general manager of KGER, Long Beach, Cal., has returned to his station duties after a four weeks business trip to Chicago and Detroit.

RUPE WERLING, new member of the announcing staff of WIBG, Glenside, Pa., formerly with WTNJ, Trenton, N. J., and Archie Sichel of the engineering staff have started a 7 a. m. novelty program titled *World's Worst Program*.

CHARLES SINGER, shortwave engineer of WOR, Newark, will be aboard the *Normandie* handling technical details for a Feb. 5 (2:30-3 p. m., EST) broadcast to WOR and the Mutual Network during its annual New York to Rio de Janiero cruise, the second time WOR and MBS have carried the rebroadcast from the annual cruise.

FCC Must Consider Economics

(*Continued from page 18*)

made concerning the matter of economic injury."

While a station is not a public utility in the same sense as a railroad, the court continued, radio communication nevertheless constitutes interstate commerce and involves the public interest. "Since the power of Congress has not been extended to the point of regulating rates for service or the establishment of rules requiring like service for the entire public, or limiting profits on the basis of investment or otherwise, the term—public interest, convenience and necessity—should not be given such a broad meaning as has been applied to it elsewhere in the interpretation of public utility legislation," the opinion said.

The court declared the act clearly contemplates that consideration be given the equities of existing stations and that in many cases where it is shown the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied unless there are "overweening reasons of a public nature for granting it". In this connection, the court quoted from several other cases in which it discussed the economic factor, including the KSD and Great Western cases.

Disastrous for Both

Pointing out that the Commission conceded no finding was made upon the economic injury issue but urged that WKBB, although given opportunity to do so had failed to furnish evidence to establish the issue, the court held the Commission's conclusion that it was not required to make a finding on this subject did not follow. It said the economic injury issue had been clearly presented and the Commission "was bound to decide it one way or the other, and to make appropriate findings of fact in support of its decision."

"Absence of findings, whatever the reason therefor," it said, "cannot take the place of adequate findings, and the Commission's decision as to "public interest, convenience, and necessity cannot stand unless supported by such findings."

Despite the Commission's contention that the new station would operate only daytime as against full time for WKBB and that the latter has a network affiliation which would limit the degree of competition, the court said the conclusion was inescapable that economic competition between the two "will cover the entire area served by appellant and that if the available potential economic support in that area is inadequate, the result may be disastrous for appellant or for both."

Regarding the WKBB contention of improper action by the Commission in considering additional reports aside from actual evidence in arriving at its decision, the court said that the Commission contended these reports were not considered. Then the court said that even the necessity of administrative efficiency cannot excuse "the use of star chamber procedures to deprive a citizen of a fair hearing." However, it said that WKBB's assertion of improper action was entirely unsupported by the record and contradicted by the Commission's positive denial. Under the circumstances, it said the presumptions of regularity of official conduct "is controlling".

Feathers From Afar

FEATHERS from 41 States have been made into a pillow by WLS, Chicago, and a contest will soon be run to see which listener gets the *Smile-A-While* pillow. Program by that title is aired on WLS from 5:30 to 6 a. m. six weekly. Listener response is tested occasionally by antics like this one.

CURTIS MASON, co-chief engineer of KFI-KECA, Los Angeles, is the father of a 7½ pound boy, born Jan. 24.

LEE COOLEY, formerly announcer-producer of KFWB, Hollywood, has joined KHJ, Los Angeles, in a similar capacity.

MERRILL INCH, continuity director of KOH, Reno, Nev., recently became the father of a baby boy, named Dennis Brian Inch.

H. WESTON CONANT, NBC sound effects man, on Jan. 23 became the father of a girl, his second child.

KLAUS LANSBERG, formerly with the Farnsworth Television Studios, on Jan. 30 joined NBC as a television engineer.

Fleischmann Test

STANDARD BRANDS, New York (Fleischmann's Foil Yeast), through J. Walter Thompson Co., that city, on Jan. 16 started for 26 weeks a five-weekly quarter-hour adventure mystery series *I Love a Mystery*, on 5 NBC-Pacific Red stations (KFI KPO KGW KOMO KHQ), Monday through Friday, 3:15-3:30 p. m. Transcribed version is being sponsored on WTAR, Norfolk, Va. West Coast release is a test campaign, and if successful, the series will go transcontinental on NBC-Red network. Carlton E. Morse, author of *One Man's Family*, sponsored by Standard Brands (Tenderleaf tea), on NBC-Red, is also writing the new series. John Christ of J. Walter Thompson Co., Hollywood staff, is producer.

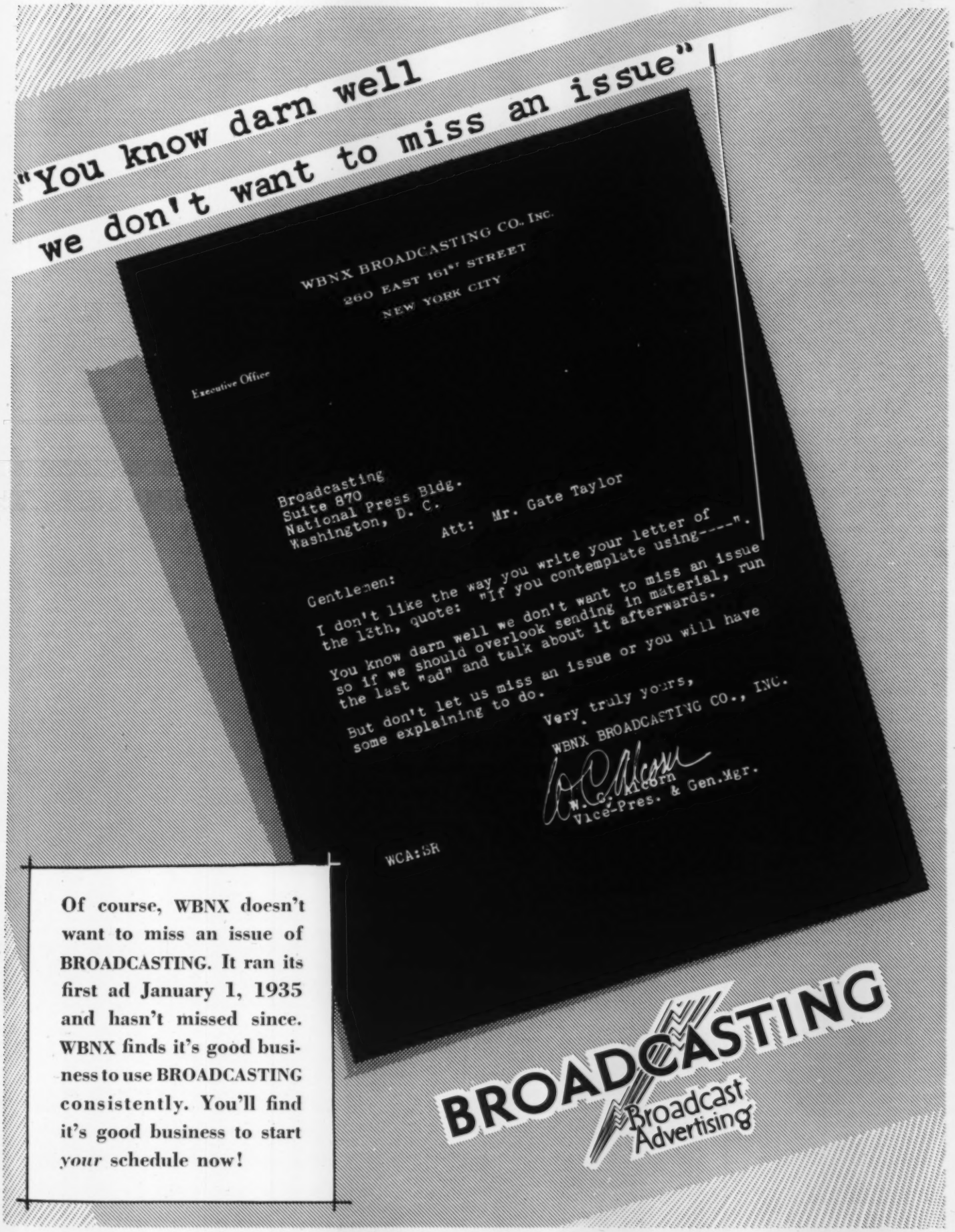
Larus Renews on 9

LARUS & BROS., Richmond, Va., which started a 13-week spot campaign for Edgeworth tobacco and Domino cigarettes on Dec. 1 will renew the schedule on the following eastern stations: WTAG WSPR WPTF WCSH WJSV WTBO WSAL WBAL and WBT. Warwick & Legler, New York, placed the account.

ARTHUR SEARS HENNING, chief of the *Chicago Tribune* Washington bureau, on Jan. 15 resumed his Sunday, 7:45:8 p. m. (CST), series of *Capitol Comments* by direct line to WGN. Richard Wilson, Washington correspondent of the *Des Moines Register & Tribune*, does his weekly broadcast via transcriptions cut in Washington and mailed to KSO and KRNT.

TELEVISION'S first woman program director, Miss Thelma A. Prescott, has been added to the staff of NBC to represent the feminine interest in this new art, it was announced Jan. 23 by Thomas H. Hutchinson, director of television programs. Miss Prescott will produce fashion shows and other programs with appeal primarily to women.

EUCLID CANDY Co. of California, San Francisco, on Feb. 5 starts a quarter-hour Sunday afternoon disc show titled *Headlines on Parade* on WBBM, Chicago. Sidney Garfinkel Adv. Agency, San Francisco, has the account.


"You know darn well we don't want to miss an issue"
WBNX BROADCASTING CO., INC.
260 EAST 161st STREET
NEW YORK CITY
Executive Office
Broadcasting
Suite 870
National Press Bldg.
Washington, D. C.
Att: Mr. Gate Taylor
Gentlemen:
I don't like the way you write your letter of the 14th, quote: "If you contemplate using----".
You know darn well we don't want to miss an issue so if we should overlook sending in material, run the last "ad" and talk about it afterwards.
But don't let us miss an issue or you will have some explaining to do.
Very truly yours,
WBNX BROADCASTING CO., INC.
W. C. Alcorn
Vice-Pres. & Gen.Mgr.
WCA:GR
Of course, WBNX doesn't want to miss an issue of BROADCASTING. It ran its first ad January 1, 1935 and hasn't missed since. WBNX finds it's good business to use BROADCASTING consistently. You'll find it's good business to start *your* schedule now!
BROADCASTING
Broadcast Advertising

Radio Big Factor In Infantile Drive

Networks and Stations Active In President's Birthday Fund

RADIO has been used widely during the annual "March of Dimes" campaign for the National Foundation for Infantile Paralysis, which started on Jan. 16 and ended on the night of Jan. 30, when balls were given all over the country in honor of President Roosevelt's 57th birthday.

During the two-week campaign, "March of Dimes" buttons were sold for ten cents each, while direct appeals for the fund to fight the disease were handled in the New York area by a spot radio campaign under the sponsorship of the Greater New York Committee headed by Gen. Hugh S. Johnson. One-minute announcements by celebrated personalities were broadcast in New York on WMCA, WNEW, WHN, WARD, WINS, WBNX, WEVD, WQXR, WHOM, WNYC, WOV and WBBC.

Sunday Observance

The Radio News Division of the Committee for the Celebration of the President's Birthday in New York sent out special news announcements on the drive to all stations in the country for use as fillers on sustaining programs, and various single broadcasts were offered in cooperation with the campaign. Women council members of the Federation met with Mrs. Roosevelt for a round-table conference which was broadcast on NBC. William Green, president of AFL, spoke on MBS on behalf of the drive. On Jan. 25, the *Gang Busters* program, sponsored by Colgate-Palmolive-Peet Co. on CBS, featured a complete case history of infantile paralysis, followed by a plea for citizen cooperation against the disease by Gen. Hugh Johnson.

Sunday, Jan. 22, was observed throughout the nation as "Infantile Paralysis Sunday" by clergymen in their sermons, while that evening Eddie Cantor, chairman of the March of Dimes Committee, presented a unison appeal for the campaign by outstanding stage, screen, and radio personalities on a special coast-to-coast broadcast, carried by NBC, CBS, MBS and relayed to independent stations, including WMCA, WHOM, and WHN, New York, and others.

The program, from 11 p. m. to 12 midnight, featured a talk by Eddie Cantor explaining the purpose of the broadcast and explaining that half of each contribution received by the foundation is returned to the county from which it is sent and the other half distributed among groups engaged in infantile paralysis research. Talks were also heard on the broadcast by Keith Morgan, national chairman of the Foundation, Gen. Johnson of the New York Committee, and Dorothy Thompson, commentator.

"Mile of Dimes"

WRC and WMAL, NBC Washington stations, organized a "Mile of Dimes" campaign. Beneath a red striped canopy a red and blue stand stretched 33 feet in front of the NBC studios. A track was divided into narrow strips to be filled six times to complete the mile. A police guard was stationed at the stand. Within 11 days some 60,000 of the needed 90,514 dimes had been placed on the track.

Contests among State societies and other competitive groups were organized. NBC - Washington announcers had their own contest. First to appear at the canopy was Mrs. Franklin D. Roosevelt.

Long Talent Contract

STANDARD BRANDS, New York (Tenderleaf Tea), has placed Carlton E. Morse, writer, and entire cast of the weekly NBC-Red network serial *One Man's Family* under exclusive contract extending through 1945. Present contract extends through December 1940, with the renewal effective Jan. 1, 1941 to Dec. 19, 1945. *One Man's Family* started under its present sponsorship on Feb. 13, 1935. Contract is radio's second longest, being exceeded in length by Bing Crosby's 10-year agreement with Kraft Phenix Cheese Corp.

Kellogg Bran Disc

KELLOGG Co., Battle Creek, Mich. (Post bran flakes), on Jan. 23 started a five-weekly quarter-hour disc series on WGN, Chicago, titled *Young Dr. Malone*. Agency is Benton & Bowles, New York.

Challenge From Cuba

RENE CANIZARES, who broadcasts the *Esso Reporter* program on CMQ-COCQ, Havana, is questioning the claim of Peter Grant, news broadcaster for WLW, Cincinnati, for the title of the fastest talking announcer on the air. Mr. Canizares claims that, although they both average about 2600 words in the quarter-hour programs, Spanish words have to be spoken a lot faster than the same number of English words in order to squeeze them into the allotted time.

NATIONAL UNION RADIO Corp., Newark, has established a television testing laboratory, for use of receiver firms in gauging the efficiency of circuits and equipment, under joint direction of W. M. Perkins and M. G. Nicholson.

1938 Business of Broadcasting

(*Continued from Page 9*)

limited time clear channel stations of 50 kw. power and up experienced an average gain of about 7%, while unlimited time regional stations, other than high-powered, seem to have increased their revenues no more than 2%.

"Some evidence of a widening of the economic base of the medium is to be found in the fact that all classes of local stations seem to have increased their revenues by more than average amounts. The gain for local stations as a whole was approximately 10% as compared to a general increase of slightly less than 5%.

Regional Trends

"As to geographic distribution, while complete data again is not available on this point, there is ample reason to believe that most of the trends indicated for the period 1935-37 have continued during the year just closed. Only one exception is to be noted; the Pacific and Mountain States, which gained approximately 15% over 1937 following several comparatively dull seasons.

"The second greatest gain was in the case of the East South Central and South Atlantic States, both of which increased their radio advertising volume in the neighborhood of 10%. The smallest relative increases occurred in the New England-Middle Atlantic-East North Central State region, where the average gain seems to have been no more than 1.5% to 2%. Increases in the remainder of the country were approximately average.

"The smallest increase in advertising volume seems to have taken place in cities of 2,500,000 population and over. Available estimates indicate a probable gain of little more than 1.5%. Advertising revenues of stations in cities between 100,000 and 250,000 population rose in the neighborhood of 9% and those in communities of between 25,000 and 100,000 population about 7% to 8%. The greatest relative gain seems to have occurred on the part of stations situated in towns of from 10,000 to 25,000 population. The increase in this instance seems to have been in the neighborhood of 10% to 12%.

"Only scattered gains were experienced in the network field during 1938, though these included the principal categories of network advertisers. Cigar, cigarette and tobacco advertising increased 29.5% over the 1937 level. Drug and toilet goods volume rose 5.4%, foods and food beverages 22.5%, laundry soaps and housekeepers' supplies 25.7%. Other important gains included the confectionery, gum and ice cream, 23.1%; shoes and leather goods, 45%.

"The most important loss was in automotive advertising which declined 46.1%. Other decreases from the 1937 level were as follows: building materials, 47.0%; clothing, 20.5%; financial and insurance, 52.7%; house furnishings and furniture, 26.4%; jewelry and silverware, 65.2%; lubricants *and* petroleum products, 23.1%; paints and hardware, 22.3%; publishers, 37.1%; radios, phonographs and musical instruments, 43.0%.

"A matter of considerable interest is the fact that network sponsorship is concentrating increasingly in a few product categories, principally the tobacco, food, drug, cosmetic and laundry soap fields. In 1938 these represented approximately 80% of network volume as compared to 71.1% in 1937. While these products are undoubtedly of the type which can benefit most from the mass coverage provided by network advertising, a widening sponsorship is desirable to the long run future growth of the medium."

WXYZ Promotes True; Neff Joins Knox-Reeves

HAROLD TRUE, for nine years chief news announcer of WXYZ, Detroit, has been appointed studio manager, it was announced Jan. 25 by H. Allen Campbell, general manager. He replaces Russell H. Neff, who resigned to take an executive position in the radio division of Knox-Reeves Adv. Agency, Minneapolis.

Both True and Neff came to WXYZ from WTAM, Cleveland. True was studio manager for some time after coming to Detroit, but later devoted all of his time to news broadcasts and special commercial programs. He will continue to broadcast his *Day in Review* news program over the Michigan Network each weekday evening, and also *Town Talk*, the station's program of editorial opinion. Neff was a member of the WXYZ staff for more than seven years as program director and studio manager. In appreciation of his long service the company presented him with a watch, and members of the staff gave him a luggage set.

Tryouts Promoted

IN AN ATTEMPT to jog sponsor interest in sustaining talent and production ability, NBC Hollywood has invited agency representatives in that city to sit in judgment on its weekly half-hour "opportunity" series, titled *Idea Mart*, which started Jan. 20 for 10 weeks on the NBC-Pacific Red network, Fri., 6:30-7 p. m. Series will have staff producers Joe Parker, Arnold Maguire, Ted Sherdeman, Joe Thompson, Dave Elton, Bob Moss, Carlton E. Morse, Myron Button, Ted Hediger and Bob Redd producing in sequence. Each will be given "free hand" to show his ability and convert pet production ideas into actual broadcasts. Programs are being recorded and judges will pass on efforts after hearing the entire series. Judges are Joseph Stauffer, Young & Rubicam; Dan Danker, J. Walter Thompson Co.; Tiny Ruffner, Ruthrauff & Ryan; Tom Revere, Benton & Bowles, and Tom McAvity, Lord & Thomas, plus representatives of film and radio trade publications.

FTC Stipulations

SEVEN corporations operating as Hemphill Schools Inc. and Hemphill Diesel Schools, and affiliated Vocational Service Inc. Schools including Thermo Air Conditioning Service Inc. and Aero Industries Technical Institute Inc., have agreed to cease alleged overstatements and misrepresentations in their advertising, according to announcement by the Federal Trade Commission. Midwest Radio Corp., Cincinnati, has agreed to cease certain alleged misrepresentations in its advertising. National Biscuit Co., New York, has been ordered to cease certain practices involving exclusive dealer contracts.

MAYOR Fiorello H. LaGuardia of New York City, while traveling from his home to the City Hall by automobile, and the Lord Mayor of London, Major Sir Frank Henry Gowater, proceeding in his coach of state from London's Mansion House to the Guildhall, carried on a two-way transatlantic radio conversation Jan. 24 on NBC-Blue.

PETE WEAVER (left) of Stillwater, Okla., dropped in on Ben Bezoff, WKY's news editor, for a chat in WKY's special broadcasting booth in the Oklahoma capitol.

WKY IS HONORED
By Oklahoma Legislature for Comment Series

HISTORY was written in the Oklahoma state legislature in January as the House of representatives unanimously passed a motion requesting the speaker of the house to write to WKY, Oklahoma City, to thank the station for the program *Capitol Comments* conducted by its news editor, Ben Bezoff. The motion put before the House by Rep. Pete Weaver of Stillwater, Okla., was written into the House Journal Jan. 19.

Action by the legislature was a complete reversal of policy, as a heated campaign was conducted prior to the present session to keep all radio representatives out of the chambers. Bezoff, himself a law student, disregarded the warning signs, on the basis that freedom of the air is equally as important as freedom of the press. He had his broadcasting booth erected next to the press box and microphones installed the day before the legislature convened.

Bezoff's *Capitol Comments* effectively removed the antagonism of those opposed to broadcasts from the capitol building. Not one vote blocked the motion.

WOAI Names Riddell

CORWIN RIDDELL has been named news editor and chief newscaster of WOAI, San Antonio, succeeding Ken McClure, who recently resigned to open his own business as public relations counsel in San Antonio. Mr. McClure, recently named one of the three leading newscasters in the country, is now broadcasting on WOAI his own quarter-hour weekly program of commentaries on incidents behind the news. Mr. Riddell, veteran San Antonio announcer, has taken over the night news broadcasts, sponsored on WOAI by the San Antonio Brewing Assn.

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News

is your best bet

TRANSRADIO

•

Canadian Broadcasters' Plans

(Continued from Page 14)

vor of private ownership of broadcasting rather than the present public private ownership.

Practically all broadcasters stated their time was fairly well booked during daytime hours, and that if they could use transcriptions in evening hours, they could sell all their evening time to national as well as local advertisers. Now many of them have to use CBC sustaining programs because there were no more CBC commercial national network programs available, the CBC not being in a position to sell all its evening time commercially. Early changes in regulations were favored by private broadcasters who feel they are hemmed in by too many restrictions. Most of the broadcasters stated that 1938 had been a good year, attributed to a considerable extent to the development of commercial networks by the CBC.

Those Attending

The roster of attendance at the CAB annual convention follows:

J. Annand, CFRC, Kingston, Ont.;
Gordon Anderson, CKOC, Hamilton, Ont.;
W. H. Backhouse, CKY, Winnipeg;
Mr. and Mrs. J. Beardall, CFCO, Chatham, Ont.;
L. Bewick, CHSJ, St. John, N. B.;
M. M. Blink, Standard Radio, Chicago;
Wm. C. Borrett, CHNS, Halifax, N. S.;
H. C. Buchanan, CHAB, Moose Jaw, Sask;
J. D. Buchanan, CKPC, Brantford, Ont.;
E. A. Byworth, Associated Broadcasting Co., Toronto;
J. Baydger, Grow & Pitcher Agencies, Toronto;
Bert Cairns, All-Canada Radio Facilities, Toronto;
J. E. Campeau, CKLW, Windsor, Ont.
Mr. and Mrs. H. R. Carson, CFAC, Calgary, Alta.;
Frank Chamberlain, Trans-Radio Press, Toronto;
George Chandler, CJOR, Vancouver, B. C.;
M. V. Chesnut, CKCK, Regina, Sask.;
Mr. and Mrs. N. P. Colwell, Canadian Facts Registered, Toronto;
Jack Cooke, Northern Broadcasting Co., Ltd., Toronto;
V. Dallin, CFQC, Saskatoon, Sask.;
Tom Darling, CFCH, North Bay, Ont.;
F. C. Dixon, RCA Victor, Montreal;
H. F. Dougall, CKPR, Fort William, Ont.;
Alex Dupont, CKCH, Hull, Que.;
R. Ford, CKOV, Kelowna, B. C.;
G. F. Eaton, Canadian Marconi Co., Toronto;
F. H. Elphicke, CJCA, Edmonton, Alta.;
M. M. Elliott, CFCF, Montreal, Que.;
Mr. and Mrs. M. F. Ellis, Ellis Adv. Co., Buffalo;
Mr. and Mrs. J. R. Ellis, Ellis Adv. Co., Buffalo;
L. Egner, NBC, New York;
T. A. Evans, Canadian Association of Broadcasters, Toronto;
W. C. Gartland, Star Radio, New York;
Dr. G. M. Geldert, CKCO, Ottawa, Ont.;
Vic George, Whitehall Broadcasting Co., Montreal;
Norman R. Goldman, BROADCASTING, Washington;
H. S. Gooderham, CKCL, Toronto;
D. S. Grow, Grow & Pitcher Agencies, Toronto;
E. P. Hardy, CHML, Hamilton, Ont.;
P. S. Hardinge, CKTB, St. Catherines, Ont.;
B. Hall, Whitehall Broadcasting Co., Montreal;
Guy Herbert, All-Canada Radio Facilities, Toronto;
Gordon Hyland, CJIC, Sault Ste. Marie, Ont.;
Dr. Chas. Houde, CHNC, New Carlisle, Que.;
R. W. Keyserlingk, British United Press, Montreal;
L. F. Knight, CFLC, Prescott, Ont.;
Phil Lalonde, CKAC, Montreal;
C. O. Langlois, Langlois & Wentworth, New York;
G. A. Lavoie, CJBR, Rimouski, Que.;
Al Leary, CKCL, Toronto;
Paul Lepage, CKCV, Quebec, Que.;
L. E. Leprohon, CKAC, Montreal;
G. Liddle, CKCR, Kitchener, Ont.;
Gordon Love, CFCN, Calgary, Alb.;
F. A. Lynde, CKCW, Moncton, N. B.;
M. Lefebvre, CHLP, Montreal;
J. H. McGillvra, New York;
Mr. and Mrs. C. P. MacGregor, C. P. MacGregor Inc., Hollywood;
H. R. McLaughlin, CJRC, CJGX, CJRM, Winnipeg, Man.;
M. Mason, CKSO, Sudbury, Ont.;
M. Maxwell, Associated Broadcasting Co., Montreal;
L. Mickles, Jr., Joseph Hershey McGillvra, Montreal;
W. C. Mitchell, CKCR, Kitchener, Ont.;
James Montagnes, Broadcasting, Toronto;
Mr. and Mrs. Robert Moore, Transradio Press, New York;
E. L. Moore, CFRB, Toronto;
Phil Morris, CFPL, London, Ont.;
A. A. Murphy, CFQC, Saskatoon, Sask.;
N. Nathanson, CJCB, Sydney, N. S.;
Vic Neilsen, CFCF, Montreal;
S. Neill, CFNB, Fredericton, N. B.;
J. Pavey, RCA Victor, Montreal;
R. E. Price, CKBI, Prince Albert, Sask.;
G. R. A. Rice, CFRN, Edmonton, Alberta;
Dawson Richardson, Inland Broadcasting Service, Winnipeg, Man.;
Lt. Col. and Mrs. K. S. Rogers, CFCY, Charlottetown, P. E. I.;
E. T. Sandell, CKTB, St. Catherines, Ont.;
Harry Sedgwick, CFRB, Toronto;
G. B. Shellon, CJKL, Kirkland Lake, Ont.;
A. Sherwood, Standard Radio, Inc., Chicago;
Jack Slatter, Toronto;
F. M. Squires, CJCS, Stratford, Ont.;
Ken Soble, CHML, Hamilton, Ont.;
N. H. Stovin, CBC, Toronto;
D. Studin, Star Radio, Chicago;
J. N. Thivierge, CHRC, Quebec;
C. Thomas, CFPL, London, Ont.;
Mr. and Mrs. J. J. Weed, Weed & Co., New York;
N. Weed, Weed & Co., Chicago;
Maurice Wetzel, NBC, Chicago;
Hal Williams, Dominion Broadcasting Co., Toronto;
W. J. Woodill, CKSO, Sudbury, Ont.;
Wm. Wren, CKGB, Timmins, Ont.;
J. C. Whitby, CJIC, Sault Ste. Marie, Ont.

LAMBERT PHARMICAL Co., St. Louis (Listerine) about Feb. 10, will add six stations to the nine Canadian stations carrying the weekly transcription *Drums*. Grow & Pitcher Broadcasting Agencies, Toronto, sold the transcriptions. Lambert & Feasley Inc., New York, placed the account.

Be Sure It's *Fairchild* ...

1. **The Fairchild F-26-2 Recorder, for example, paces the industry. Here's how:**

16" Turntable • Two speeds—78 and 33⅓ r.p.m. • Direct synchronous drive at 33⅓ r. p. m. assures split-second timing. • Crystal cutter head of new design • Improved recording amplifier.

2. **Fairchild tone fidelity and distortion-free range have amazed experts. And—our job is not done until you get maximum results...**

"...it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AERIAL CAMERA CORPORATION

QUICK ECONOMICAL RESULTS for CLASSIFIED ADVERTISERS

BROADCASTING'S complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

Help Wanted

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

Situations Wanted

Outline your experience and qualifications in a classified ad in BROADCASTING. Some concern may need you—reach your next employer through BROADCASTING. Others have done it with success.

Wanted to Buy or Sell

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

Services

If you have a service for the broadcasting industry there is more business for you if you outline your services through a classified ad in BROADCASTING.

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations Wanted. All others 12c per word.

BROADCASTING
Broadcast Advertising

870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

JANUARY 14 TO JANUARY 27, INCLUSIVE

Decisions . . .

JANUARY 14

MISCELLANEOUS—WKRC, Cincinnati, granted temp. auth. simul. WOSU 5 kw D to determine amount of interference; WJBW, New Orleans, renewal and mod. license hearing continued to 4-18-39.

JANUARY 16

KMPC, Beverly Hills, Cal.—Granted renewal license.

WRBL, Columbus, Ga.—Denied mod. CP to 1330 kc 1 kw unl. directional.

KIRO, Seattle—Granted extension exp. auth. 710 kc 1 kw unl.

KOVC, Valley City, N. D.—Granted auth. transfer control to R. Giselius, H. G. Harrington, Milton Holiday, J. P. Katz, Lloyd H. Lee, M. E. McCarty, Selma Manoles, C. J. Meredith, Karl J. Olsen, E. J. Pegg, O. S. Peterson, B. R. Pfusch, John Piller, J. J. Schmitz, Herman Stern.

KRBM, Bozeman, Mont.—Granted vol. assign. CP to KRBM Bcstrs.

SET FOR HEARING—KSCJ, Sioux City, Ia., CP increase N to 5 kw; NEW, Don Lee Bcstg. Co., San Francisco, CO television station; NEW, Lawrence J. Heller, Washington, exp. auth. synchronous station; WWRL, Woodside, L. I., mod. license to unl.

MISCELLANEOUS—KYA, San Francisco, continued hearing on renewal applic. to 2-27-39; WHOM, Jersey City, license extended 3 months pending report on certain broadcasts; NEW, Clarence A. Berger & Saul S. Freeman, Coeur D'Alene, Idaho, denied as in default mod. CP; WBNX, New York, denied reconsideration and grant renewal applic., set for hearing; KFRU, Columbia, Mo., denied petition further hearing applic. KVOD and KFEL, and motion in opposition filed by KVOD; motion to strike petition to remand, filed by KFEL, and opposition by KFRU, to said motions in opposition and to strike said petitions to remand.

JANUARY 17

WIBG, Glenside, Pa.—Granted CP move trans., new equip., radiator.

WEED, Rocky Mount, N. C.—Granted CP new trans.

WGRM, Grenada, Miss.—Granted license for CP increase D to 250 w.

KBND, Bend, Ore.—Granted license new station 1310 kc 100-250 w unl.

WMMN, Fairmont, W. Va.—Granted license aux. trans.

WILL, Urbana, Ill.—Granted license 5 kw D.

WJLS, Beckley, W. Va.—Granted mod. CP trans., studio sites etc.

ORAL ARGUMENTS—2-2-39; Citizens Voice & Air Show, Provo, Utah; Provo Bcstg. Co., Provo, Utah; KSAL, Salina, Kan.; WFBR, Baltimore; KFRO, Longview, Tex.; WOMI, Owensboro, Ky.

JANUARY 20

MISCELLANEOUS — KOB, Albuquerque, N. M,. granted extension temp. auth. 1180 kc 10 kw to 2-21-39; KEX, Portland, 5 kw 1180 kc to 2-21-39; KGCA, Decora, Ia., granted permission remain silent to 2-20-39; W2XMN, Alpine, N. J., granted temp. auth. frequency modulation tests; WCOV, Montgomery, Ala., denied temp. auth. operate unl.; NEW, Presque Isle Bcstg. Co., Erie, Pa., granted auth. take depositions; WMBO, Auburn, N. Y., granted petition intervene St. Lawrence Bcstg. Co.; NEW, Thomas R. McTammany, and NEW, W. H. Bates Jr., both of Modesto, Cal., granted dismissals without prejudice applics. new stations; KTHS, Hot Springs, Ark., granted dismissal without prejudice applic. change freq. etc.; WFIL, Philadelphia, granted petition dismissal applic. CP increase power, without prejudice.

JANUARY 24

MISCELLANEOUS — WGN, Chicago, granted temp. auth. use WENR transmitter for 30 days; WIRE, Indianapolis, granted license for CP move old trans. for use as auxiliary; KOOS, Marshfield, Ore., granted license new equip.; WOCB, Barnstable, Mass., granted mod. CP trans., studio sites, radiator; WSTP, Salisbury, N. C., granted license new station 1500 kc 100-250 w unl.

JANUARY 25

NEW, Eastern Carolina Bcstg. Co., Goldsboro, N. C.—Granted CP 1370 kc 100 w unl.

WMFD, Wilmington, N. C.—Granted CP increase to 100-250 w unl.

MISCELLANEOUS — KQW, San Jose, Cal., granted mod. CP move trans., change equip., directional antenna; NEW, Crosley Corp., Cincinnati, granted facsimile license experimentally; WREC, Memphis, granted vol. assignment license to WREC Bcstg. Service; WBAL, Baltimore, granted extension exp. auth. Simul.-KTHS and Synch.-WJZ; WTIC, Hartford, granted extension exp. auth. Simul.-KRLD; WESG, Elmira, N. Y., granted extension exp. auth. 1 kw 850 kc D; KRLD, Dallas, granted extension exp. auth. Simul.-WTIC; KTHS, Hot Springs, Ark., granted extension exp. auth. Simul.-WBAL; KWJJ, Portland, Ore., granted extension temp. auth. 1040 kc ltd.; KELO, Sioux Falls, S. D., granted CP increase D to 250 w; WAAF, Chicago, granted leave amend applic. transfer control; WGH, Newport News, Va., granted petition reconsider and grant without hearing applic. transfer control to Daily Press Inc.; KDNC, Lewistown, Mont., retired to closed files applic. mod. CP; KGBU, Ketchikan, Alaska, temporary extension license; KUMA, Yuma, Ariz., W. A. Patterson, Chattanooga, and Port Huron Bcstg. Co., Port Huron, Mich., temporary extension licenses; KUSD, Vermillion, S. D., same; KVOS, Bellingham, Wash., same.

SET FOR HEARING—KRBA, Lufkin, Tex., CP increase D to 250 w; KTRB, Modesto, Cal., license renewal; WESG, Elmira, license renewal; WJAG, Norfolk, Neb., license renewal; KWJJ, Portland, Ore., license renewal; WHKC, Columbus, license renewal; WMAQ, Chicago, license renewal; WLW, Cincinnati, extension exp. auth. 500 kw; WEAU, Eau Claire, Wis., CP increase 1 to 5 kw; WHMA, Anniston, Ala., increase to unl.; NEW, C. T. Sherer Co., Worcester, Mass., CP 1200 kc 100-250 w unl.; NEW, Cabarrus Bcstg. Co., Concord, N. C., CP 1370 kc 100-250 w unl.; NEW, M. C. Reese, Phoenix, Ariz., CP amended to 1200 kc 100-250 w unl.; WMBR, Jacksonville, Fla., CP amended re trans., studio sites, change 1370 kc 100-250 w to 1120 kc 500 w 1 kw D; KFVD, Los Angeles, mod. license to 500 w 1 kw D unl.; NEW, W. B. Greenwald, Topeka, CP 1370 kc 100-250 w unl.; KSAM, Huntsville, Tex., CP increase D to 250 w; WJMS, Ashland, Wis., CP amended to 1370 kc 100 w unl.; NEW, Bellingham Bcstg. Co., Bellingham, Wash., CP 1200 kc 100-250 w unl.; KOVC, Valley City, N. D., CP change equip., change 1500 kc 100-250 w D to 1340 kc 500 w 1 kw D; KTSW, Emporia, Kan., mod. CP D to unl.; WQDM, St. Albans, Vt., mod. license to LS Cleveland; KPLT, Paris, Tex., mod. license to 100-250 w unl.

KROY, Sacramento—Mod. license to 100 w unl.

JANUARY 17

KGCA, Decorah, Ia.—License use KWLC trans., move studio locally.

WIBM, Jackson, Mich.; WMFR, High Point, N. C.; KRLH, Midland, Tex.—License for CP amended re hours.

JANUARY 19

NBC, New York—Extension auth. transmit recorded programs to Canada.

WFAS, White Plains, N. Y.—Mod. license to Shl-WGBB, WBRB.

WGCM, Mississippi City—Mod. license move studio in Gulfport.

WHBF, Rock Island, Ill.—License for CP change freq., power etc.

KMJ, Fresno, Cal.—Extension exp. auth. facsimile.

JANUARY 20

NBC, New York—Extension auth. Canadian transmissions.

KQV, Pittsburgh—Mod. license N to 1 kw.

KDKA, Pittsburgh — CP move trans., amended re site.

WGBF, Evansville, Ind.—CP new trans., antenna, change 630 kc 500 w 1 kw D to 1250 kc 1 kw D, unl.; KFRU, Columbia, Mo., CP change 630 kc 500 w 1 kw D to 1370 kc 100-250 w unl.; KXOK, St. Louis, CP change 1250 kc 1 kw to 630 kc 1 kw 5 kw D.

JANUARY 24

KINY, Juneau, Alaska—CP change 1430 kc 250 w to 740 kc 1 kw.

WJNO, West Palm Beach, Fla.—Mod. license N to 250 w.

NEW, Patrick Henry Bcstg. Co., Martinsville, Va.—CP 1420 kc 100-250 w unl.

KSEI, Pocatello, Idaho—License for new trans.

JANUARY 26

NEW, Brown County Bcstg. Co., Brownwood, Tex.—CP 990 kc 1 kw D.

WCOV, Montgomery, Ala.—License for new station.

KONO, San Antonio—Mod. license Sh. -KMAC to unl.

JANUARY 27

KRBC, Abilene, Tex.—Mod. license N to 250 w.

Examiners' Reports . . .

NEW, J. Samuel Brody, Sumter, S. C.; WIS, Columbia, S. C.—Examiner Bramhall recommended (I-761) that applic. J. Samuel Brody CP 1310 kc 100-250 w unl. be denied; that applic. WIX exp. auth. satellite station at Sumter be granted.

Applications . . .

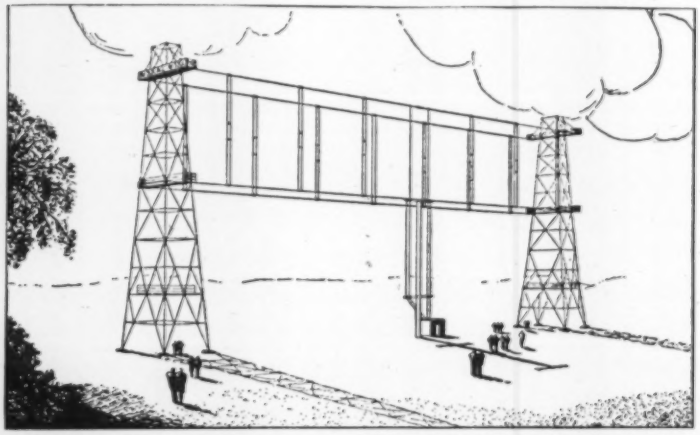
JANUARY 14

NEW, John F. Arrington Jr., Valdosta, Ga.—CP 1230 kc 250 w D, amended to unl.

KGKL, San Angelo, Tex.—Mod. license N to 250 w.

WNYC at Fair

WNYC, New York's municipal station, has set up three master control studios and an auditorium studio to seat 250 persons in the City of New York Bldg. at the New York World's Fair, which houses some of the administrative offices and city exhibits, and will be used after the Fair has closed as an athletic building for city projects.



BROADSIDE TYPE of antenna; a sketch of new directive shortwavers installed at Bound Brook, N. J., for NBC's international stations W3XAL and W3XL, which will concentrate signals of 25,000 watts to Latin America with an effective strength equivalent to 600,000 watts on 9670 and 21630 kc. Two of these transmitters are now operating, each consisting of two 150-foot towers 350 feet apart, so constructed that the center of the beam can be changed to an angle of 20 degrees so as to direct American program signals to various points in South America.

Brussels Radio Session Discusses Proposal for Wavelength Distribution

THE conference held in Brussels under the auspices of the International Broadcasting Union (UIR), which includes among its members almost every broadcasting organization in Europe and principal organizations overseas, ended in latter November under the chairmanship of Monsieur A. Dubois, of Holland. Technical matters were discussed at meetings which were attended by about 125 delegates representing 30 countries.

The technical commission met under the chairmanship of R. Braillard, director of the Centre de Controle Technique of the UIR, to prepare a draft plan of wavelength distribution among the broadcasting organizations in the European region.

The various resolutions taken by the Assembly as well as the draft wave plan drawn up by the committee of experts after submission to the Council of the UIR will be passed to the Governments of the European region through the intermediary of the International Bureau of Telecommunications at Berne. The final wave plan will be discussed and adopted during the European Broadcasting Conference to be held in Switzerland next Spring.

Acoustics Test Device For Studios Developed

TO TEST the acoustics of a studio more easily and accurately than has previously been possible, H. A. Chinn and V. N. James of the CBS general engineering staff have developed a complicated piece of apparatus which is technically described as "a new portable audio frequency measuring assembly for reverberation and other acoustic measurements. In addition the equipment provides means for automatic response versus frequency measurements of audio and acoustic equipment components and of complete audio systems."

In the early days of broadcasting, when studios were either alive with echoes or deadened with heavy draperies and the present day wall and ceiling materials for studios were just being developed, engineers used specially-designed organ pipes to test the acoustical properties. But these pipes could not change pitch very rapidly and so produced "standing waves" of sound which showed a perverse tendency to pile up in certain parts of the rooms. This disadvantage is dispelled by the new apparatus, which produces a flute-like tone that can run through the frequency ranges from the bass thunder of 20 cycles per second to the almost inaudible squeak of 17,000 c.p.s. (4,000 is about tops for a piano) in three seconds.

In addition to recording sound decay, the new machine can be used to show up any noise leaking into the studio from outside.

Network Accounts

All time EST unless otherwise indicated.

New Business

TILLAMOOK COUNTY CREAMERY ASSN., Tillamook, Ore. (cheese) on Jan. 19 starts *Benny Walker's Kitchen* on 5 NBC-Pacific Red stations, Thurs., 9:45-10 a. m. (PST). Agency: Botsford, Constantine & Gardner, Portland.

STANDARD BRANDS, New York (Fleischmanns yeast) on Jan. 16 starts *I Love a Mystery* on NBC-Pacific Red, Mon. thru Fri., 3:15-3:30 p. m. (PST). Agency: J. Walter Thompson Co., N. Y.

CHAS. B. KNOX GELATINE Co., Johnstown, N. Y. on Jan. 20 starts in *Woman's Magazine of the Air* on NBC-Pacific Red, Fri., 3:30-3:45 p. m. (PST). Agency: Kenyon & Eckhardt, N. Y.

SOUTHERN STATES FOOD, Dallas, on Jan. 12 started *Bluebonnet Radio Contest* on Texas State Network, Thurs., 9-9:05 a. m., 13 times. Agency: Gandy Adv. Agency, Dallas.

GEBHARDT CHILI POWDER Co., San Antonio, on Jan. 9 started spot on *Women's Page* on Texas State Network, Mon., Wed., Fri., 10:05-10:30 a. m., 52 times. Agency: Pitluk Adv. Agency, San Antonio.

OLD AGE PENSION BUREAU on Jan. 12 started *Hardin Twins* on Texas State Network, Tues., Thurs., till further notice, placed direct.

POSTEX COTTON MILLS on Dec. 26 started spot on *Women's Page* on Texas State Network, Mon., Wed., 26 times. Agency: Tracy-Locke-Dawson, Dallas.

RIO GRANDE CITRUS EXCHANGE, Weslaco, Tex., on Nov. 30 started spot on *Women's Page* on Texas State Network, 26 times until Feb. 13. Agency: Leche & Leche, Dallas.

COMET RICE Co., New York on Jan. 20 started *Comet Potpourri* on Texas State Network, Fri., 10:45-11 a. m., 26 weeks. Agency: Joseph V. Freitag, Atlanta.

SOFENZ SALES Corp., Los Angeles (beauty cream), on Jan. 19 started for 13 weeks, *Beauty Secrets*, on 8 Don Lee network stations Thurs., 10:45-11 a. m. Agency: Richard F. Connor, Manhattan Beach, Cal.

AMERICAN INSTITUTE of Meritism, Los Angeles (economic philosophy), on Jan. 25 started A. I. M. Theatre, dramatizations, on 4 Don Lee network stations (KHJ KFRC KALE KOL), Wed., 9:15-9:30 p. m. (PST). Agency: Darwin H. Clark Adv., Los Angeles.

JOE LOWE Corp., New York (popsicle), on May 1 starts for 26 weeks, *Buck Rogers*, on 28 Pacific Coast Don Lee network stations, Mon., Wed., Fri., 5:30-5:45 p. m. Agency: Biow Co. N. Y.

U. S. RUBBER Co., New York (tires), on Feb. 22 starts Raymond Paige's *99 Men & a Girl* on 82 CBS stations, Wed., 10-10:30 p. m. Agency: Campbell-Ewald Co. of New York.

Renewal Accounts

PHILIP MORRIS & Co., New York (cigarettes), on Feb. 11 renews *Johnny Presents* on 54 CBS stations, Sat., 8-8:30 p. m. Agency: Biow Co., N. Y.

GULF OIL Corp., Pittsburgh, on Feb. 19 renews *Hollywood Guild* on 61 CBS stations, Sun., 7:30-8 p. m. Agency: Young & Rubicam, N. Y.

CUMMER PRODUCTS Co., Bedford (Molle Shaving Cream), on Jan. 30 renews for 52 weeks *Battle of Sexes* on 42 NBC-Red stations, Tues., 9-9:30 p. m. (repeat 12:30 midnight); on April 4 repeat moves to 12 midnight and network is increased to 51 stations.

S. C. JOHNSON Co., Racine, Wis. (floor wax), has renewed *Fibber McGee & Co.* for 52 weeks effective April 11 on 72 NBC-Red stations, Tues., 7:30-8 p. m. EST., having added the following stations Jan. 31 when the show began origination from Hollywood: WSYR KGIR KIDO KSEI KTFA KGHL.

J. G. DODSON Proprietaries, Atlanta (Ironized Yeast), on Jan. 22 renewed for 52 weeks *Original Good Will Hour* on 60 MBS stations, Sun., 10-10:30 p. m. and 18 Texas State Network stations, 10:30-11 p. m. Agency: Ruthrauff & Ryan, N. Y.

EX-LAX MFG. Co., Brooklyn, on Jan. 1 renewed to June 16 239 participations in *Yankee Network News Service* on 17 Yankee stations. Agency: Joseph Katz Co., N. Y.

LANGENDORF UNITED BAKERIES, San Francisco (bread & Cakes) on Jan. 23 renewed for 52 weeks, *Phantom Pilot* on 21 California and Washington Don Lee stations, Mon., Wed., Fri., 7-7:15 p. m.; on Jan. 23 renewed for 52 weeks *News Dramas* on 21 California and Washington Don Lee stations, Tues., Thurs., 7-7:15 p. m. Agency: Young & Rubicam, Hollywood.

PETER PAUL Inc., Naugatuck, Conn. (Ten Crown gum) on Jan. 19 renewed for 10 weeks *Early Morning News* on 12 California Don Lee stations, Tues., Thurs., Sat., 7:45-8 a. m. Agency: Emil Brisacher & Staff, San Francisco.

CROWELL PUB. Co., New York (*Woman's Home Companion*) on Jan. 6 renewed for 52 weeks *Carolyn Pryce*, on 12 California Don Lee stations, Fri., 8:45-9 a. m. Agency. McCann-Erickson, N. Y.

Network Changes

HOUSEHOLD FINANCE Co., Chicago, on Feb. 22 shifts *It Can Be Done* on 30 CBS stations Wed., from 10-10:30 p. m. to 10:30-11 p. m.

Hopkins vs. Charlie

SECRETARY of Commerce Harry L. Hopkins admits that on the air he has no chance of drawing any considerable portion of the audience held by Charlie McCarthy. At Senate Commerce Committee hearings on his nomination as Secretary of Commerce reference was made to a radio address supporting the President's judiciary reorganization bill. "It was on a nation-wide hook-up, addressed to all the people?" inquired Senator Bailey. "I do not think many people listened to it," Hopkins replied. "As I recall it I got caught on the air that night with Charlie McCarthy. I will never do that again."

Wine Industry Appoints

CALIFORNIA Wine Industry's $2,000,000 national advertising program will be directed by the J. Walter Thompson Co., San Francisco, according to an announcement made by the Wine Advisory Board Jan. 25. It was not stated whether radio would be one of the media used.

J. C. Penny Expanding

J. C. PENNY Co., New York, following its test on WOW, Omaha, is transcribing *The Jangles*, a quarter-hour five-weekly show. It is understood that the series will start on five additional stations in the near future. Blackett-Sample-Hummert Inc., Chicago, has the account.

GENERAL FOODS Corp., New York (Jell-O), on Jan. 22 added CBL, CBM and Maritime, Ontario and Prairie stations of Canada to Jack Benny's program on 86 NBC-Red stations, Sundays, 7-7:30 p. m. Agency: Young & Rubicam, N. Y.

P. LORILLARD Co., New York (Sensation cigarettes), on Jan. 24 added WSYR, KSO, WHK, WKBW, WSAY, WMT and WBNF to *Don't You Believe It* now on 6 MBS stations, Tues. and Thurs., 7:30-7:45 p. m. Agency: Lennen & Mitchell, N. Y.

WHEELING STEEL Corp., Wheeling, West Va., on Jan. 15 added CKLW WAAB WDGY WATL KTAT and WRVA to *Musical Steelmakers* now on 18 MBS stations, Sun., 5-5:30 p. m. Agency Critchfield Co., Chicago.

CARDINET CANDY Co., Oakland, Cal. (candy bars) on Jan. 31 switches *Night Editor* from CBS Pacific network station to NBC-Pacific Red, Tues., 7:45-8 p. m.

WM. WRIGLEY Jr. Co., Chicago on Jan. 23 added 7 stations and on Jan. 30 added 8 to *Scattergood Baines* on CBS, Mon. thru Fri., 11:15-11:30 a. m.

PROCTER & GAMBLE Co., Cincinnati (Chipso) on Jan. 16 added 27 CBS stations to CBS *Road of Life*, Mon. thru Fri., 1:30-1:45 p. m.

F. W. FITCH Co., Des Moines (shampoo), on Feb. 5 switches *Fitch Bandwagon* on NBC-Red from Chicago to Hollywood for three weeks or more.

GENERAL FOODS Corp., New York (Grapenuts), on Jan. 30 switched *Al Pearce & His Gang* on NBC-Red from Hollywood to New York.

SUSSMAN, WORMSER & Co., San Francisco (S & W foods), on Jan. 19 switched *I Want A Divorce* on 7 CBS Pacific Coast stations, from San Francisco to Hollywood and changed from Sun., 7:30-7:45 p. m. to Thurs., 9:30-9:45 p. m., with repeat to KSL, Salt Lake City, the following night, 7:30-7:45 p. m.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

CLARK
FOR
QUALITY
IN
ELECTRICAL
TRANSCRIPTION
PROCESSING
★

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.

CLARK
PHONOGRAPH
RECORD CO.
Newark, N.J.
216 HIGH ST.
Humboldt 2-0880

FOR YOUR NEW STUDIOS—
Choose
—Gates Speech Equipment

Merchandising & Promotion

Chimes for Prizes—Elastic Brochure—Daily Success Story—Northwest Tinkle—News Ballot

ANYONE with an original program merchandising idea can win a set of chimes from NBC. A contest, announced in the January issue of *Broadcast Merchandising*, published monthly by NBC, asks for additional merchandising plans to the 56 listed with the announcement of the contest. Of these, 22 are ways to reach the consumer, 12 are designed to reach the salesmen and other employes of the sponsor and 22 are plans for reaching dealers. Contest, ending Feb. 25, is based on the idea that while a program may eventually win an audience without merchandising, with it the job can be done better and faster.

* * *

For Feature Foods

ATTRACTIVE red and white 12-page brochure has been released by WLS, Chicago, for its *Feature Foods* program, a six-weekly half-hour morning show featuring food experts Helen Joyce and Martha Crane. Replete with talent and merchandising cuts, the booklet includes charts of promotion results in Chicago's super-mart grocery stores, describes in detail the WLS weekly food clinics. WLS has also released reprints of a recent ad in the *Kansas City Journal Post* concerning the success of its *National Barn Dance* and carrying the banner line, "It's Not a Phenomenon to Us".

* * *

WKY Panogravure

THE THIRD issue of *Men, Methods & Machinery*, promotional series produced by the Oklahoma Publishing Co. for its various properties, is devoted entirely to WKY, Oklahoma City. Released Feb. 1, it presents a panogravure of six pages 12 x 20 inches, portraying factors which have made WKY outstanding and which have won it the soubriquet "The Regional Barnum". It is part of the $100,000 campaign of the company to emphasize things "not on the rate card".

* * *

Grocers Feted

MORE than 500 Southern California retail grocers and their families filled the CBS Columbia Square Playhouse Jan. 20 to participate in the second of a series of Southern California Retail Grocers Nights planned by KNX, Hollywood. On hand to welcome the grocers were Donald W. Thornburgh, CBS Pacific Coast vice-president and George Moskovics, Southern California manager of Radio Sales.

* * *

Cincinnati Safety

WKRC, Cincinnati, has organized the WKRC Safety Patrol, with songs and badges and other appropriate appurtenances. Al Bland is chief of the patrol. Last year WKRC devoted 730 station breaks, 150 100-word safety suggestions and 70 quarter-hour programs to safety, along with other activities.

* * *

Song Books in Demand

SUPERIOR FEED MILLS, Oklahoma City, sponsoring the *Arkansawyers* on WKY, Oklahoma City, last fall offered listeners a song book obtainable at retail feed dealers. Some 80,000 books were given away.

Round About WFBL

SOME 50,000 Central New York listeners received the two-color tabloid newspaper, *WFBL Radio News*, published by WFBL, Syracuse, and timed for release Jan. 23, same day Socony's Mobilgas and Mobiloil began sponsorship of *Socony News Flashes* on the station. Contract, calling for 7½ hours of news weekly on 38 newscasts, is claimed to be the largest radio sale in Syracuse history, and the paper plays up the series. With 72 pictures and feature stories on radio presentations, news, sports, comedians, dramas and the general early-year schedule, it also features a reprint from the NAB booklet, *The ABC of Radio*, appearing under the headline: "Americans hear world's finest programs because freedom of U. S. air waves makes it possible".

* * *

Stretching a Point

HOW BIG Is a Rubber Band? asks Mutual's latest promotion piece, addressed to "the business man who would like to begin network broadcasting but feels his appropriation may not be big enough to buy a profitable share of radio success." With numerous examples of experiences of Mutual advertisers, book stresses the point that "both the rubber band and MBS are always precisely as big as you want them to be." Attractively printed and illustrated, book contains a pocket in its back cover which carries a small folder of statistics, while across the front cover are stretched two real rubber bands.

* * *

Grocer Likers

SURVEYING the average housewife's expectations of her favorite grocer, WAAW, Omaha, is running a contest on the Jenny Lind Pancake Flour series for best letters on "Why I like to trade with my favorite grocer". Awards to winners and their grocers will total over $200. All entries are to be turned over to the Omaha Retail Grocers Assn. as an index to buyers' likes and dislikes in tradespeople. Any grocer may study results of the survey.

* * *

Snow White's Party

KXOK, St. Louis, is releasing a promotional brochure containing a breakdown of phone calls and customer inquiries for its *Snow White's Telephone Party*, five-weekly all-request musical quarter-hour sponsored by Manewal Bread Co.

* * *

News of the Globe

FEATURIZED news program, *The World in Review*, was given its first audience test recently after a year and a half on WSM, Nashville, with an offer of a pamphlet, "Prevue of 1939", a reprint of the Jan. 2 broadcast, to all listeners requesting it.

* * *

Times for Time Buyers

NEW CALENDAR for radio time buyers, with tables for rapid calculation of expiration dates for dadio contracts of varying duration, has been published by NBC.

More About the Coast

AN AMPLIFICATION of the CBS network's "business state" story outlined in the eight-page brochure, *California Is an Island*, recently mailed to 3,200 advertising executives, a new four-page orange and white mailing piece explaining *How CBS Serves These Five Business States* has been sent to the same list. Mapping the "business states" trading areas of drug and grocery wholesalers, the new brochure shows position of the 12 CBS West Coast stations. Areas served and CBS primary coverage day and night are also indicated.

* * *

Notions of TSN

TEXAS State Network has inaugurated a weekly presentation, titled "Tested Selling Notions", to assist its member stations in selling the network's sustaining programs locally. The following data will be included in each presentation: Program, time, suggested merchandising, talent cost, and publicity items. The presentations are prepared under direction of Benton Ferguson, of TSN's promotion and merchandising staff.

* * *

KIRO Bulletins

KIRO, Seattle, is publicizing its daily programs with mimeographed sheets, which are distributed to YMCA's, schools and similar institutions. This message accompanies the program listings: "May we suggest that you post the enclosed notice on your bulletin board for the benefit of interested persons who may be free to hear the broadcast to which it refers. Thank you! Vera E. Jedlick, publicity director."

* * *

McClatchy Valleys

HEADED *News From McClatchy Land*, a mailing piece recently was sent out by KFBK, Sacramento, Cal., calling attention to its wide listening area. KFBK and the other McClatchy stations are situated in the interior of the state, serving the Sacramento and San Joaquin Valleys.

* * *

Expiration and Renewal Dates

WHIO, Dayton, O., is distributing "see it at a glance" contract calendars, with expiration times showing through a slot in a celluloid jacket containing monthly cards.

Success at Noon

KWLK, Longview, Wash., at noon every day broadcasts a success story telling of an outstanding achievement of the station. One success story tells of a house-to-house canvass made by the station, proving that 93% of all people within a radius of ten miles listen to three or more KWLK programs regularly. Another story tells of a mail response of over 300 letters and cards a day on a five minute theater contest program. Further advertising is gained through a program called *The Sponsor's Voice* featuring the dramatized business history of a different sponsor on each program, concluding with the sponsor's personal message attesting to the part KWLK has played in development of his business.

* * *

A Decade of KGIR

TO CELEBRATE a decade on the air, Ed Craney, operator of KGIR, Butte, Mont., mailed to the trade a striking copper scroll embossed in silver. The scroll stated that KGIR would observe the decade (Jan. 31, 1929-Jan. 31, 1939, a total of 52,109 hours on the air) with special programs.

* * *

Tinkle, Tinkle

A GENUINE salmon bell with clapper was mailed with tag attached by CKWX, Vancouver, B. C., to commemorate the New Year and the Yuletide, as well as Easter, along with several stanzas of verse. Winding up the poetry is this message: "So remember, my friend, when you've things to sell, CKWX in Vancouver, B. C., rings the bell."

* * *

Choice of News

TO DETERMINE news preferences and tastes of listeners KSFO, San Francisco, is conducting a survey through printed ballots. The plan, originated by News Editor Herbert Lyser, was launched with announcements during news broadcasts of the availability of ballots.

* * *

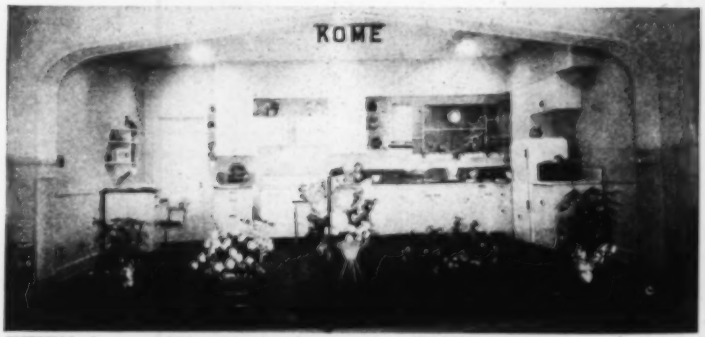
Too Many Replies

WCFL, Chicago, recently offered a free subscription to the music magazine *Bandstand* on its *Make Believe Ballroom*, a daily afternoon series. Offer had to be pulled because 15,026 listeners wrote in after 12 announcements had been aired.

* * *

Tillamook Freshener

TILLAMOOK COUNTY Creamery Assn., Tillamook, Ore., is offering a three-piece set of "Tillacovers" to keep cheese fresh, during its broadcasts over KPO, San Francisco.



WHEN the new 250-watt daytime station KOME, Tulsa, went on the air last Christmas Day, it inaugurated this new all-electric kitchen, occupying one end of its auditorium studio, which seats 200. Jane Austin, the KOME home economist, conducts a cooking school each weekday morning under participating sponsorship of food and electric appliance dealers.

in SEPTEMBER 1938 we said....

"**WLW** now originating many network hits! Some agencies now obtaining maximum audience for network appropriations by economical production without sacrificing big time showmanship, such as: H. W. Kastor & Sons Advertising Co., Inc., Russell M. Seeds Co., Inc., Henri, Hurst & McDonald, Inc., Lambert & Feasley, Inc."

Today, WLW Originates 200% More Network Programs than in September . . . . .

WE THINK this is significant because it proves that more and more national advertisers are turning to the Nation's Station for network originations at decidedly lower costs. Great network shows such as "Peter Grant's Sunday Evening News Review" for Boscul Coffee, "Plantation Party" for Bugler Smoking Tobacco, "Avalon Time" for Avalon Cigarettes, "True Detective Mysteries" for Listerine, and "Vocal Varieties" for Tums are the result of careful planning, judicious selection of talent and PRODUCTION as found only at The Nation's Station.

If you are planning a radio campaign whether national or regional . . . learn just how much WLW can offer at decidedly lower production costs.

CLIENTS FOR WHOM WLW ORIGINATES NETWORK PROGRAMS INCLUDE . . .

Tums, Ballard & Ballard, Acme White Lead and Color Works, Bugler Smoking Tobacco, Big Ben Smoking Tobacco, Boscul Coffee, Listerine, Avalon Cigarettes.

WLW

ONLY WINNER OF TWO VARIETY SHOWMANSHIP AWARDS FOR PROGRAM ORIGINATIONS 1936 1938